



TRADE NEWS

January 3, 1955

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| NIELSEN INDEX GIVES NBC RADIO PROGRAMS |

| TOP POSITIONS IN 4 MAJOR CATEGORIES |

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Latest audience surveys give the NBC Radio Network the lead position in four program categories according to the latest Nielsen Radio Index. The report for the two weeks ending Nov. 13, 1954, gives NBC Radio the Number One position in "evening-once-a-week" programs, "evening multi-weekly" programs, "week-day program" and "Sunday daytime" programs.

Specifically, the Number One shows are: LUX RADIO THEATRE, in homes listened to in the one-a-week evening group; NEWS OF THE WORLD, in the evening multi-weekly group; YOUNG WIDDER BROWN (Toni), in the weekday group, and THE DENNIS DAY SHOW (Nutrilite) in the Sunday daytime category. In addition the Number Two position in the evening multi-weekly group is held by ONE MAN'S FAMILY and in the weekday group by STELLA DALLAS (Toni).

The survey, which indicates that the average sponsored evening program on the NBC Radio Network reaches 5 per cent more homes than that of the network's nearest competitor, gave NBC Radio five of the top ten one-a-week evening programs and showed the MARY MARGARET McBRIDE program rating to be up 33 and 1/3 per cent over the previous week.

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TRADE NEWS

January 3, 1955

'TODAY' SERIES TO ORIGINATE AT MIAMI BEACH JAN. 10-14;

MANY SPECIAL SOUTHERN RESORT FEATURES PLANNED

TODAY viewers will pay a visit to Florida the week of Jan. 10-14. And the staff is making sure that no points of interest are missed.

The program will originate from the Sea Isle Hotel in Miami Beach; each and every telecast done from beside the swimming pool. But the show has planned plenty of remotes. There will be a marine helicopter rescue, with one of the "Today" cast the "recue-ee." There'll be an animal feature from Florida's Tropical Animal Farm. Chimp J. Fred Muggs will be the commentator there on a monkey fashion show. "Today" cameras will show the Seminole Indians wrestling eight foot alligators, and Jack Lescoulie will take a crack at the sport. There will be an all-"Today" rowboating contest...across the hotel pool, and the first underwater sound interview ever seen on television, with Dave Garroway talking with Jack Lescoulie, Jack being stationed at the bottom of the pool.

The program will take a look at water-skiing, and a Jai-Lai game and the Miami Beach Fashion council will present a fashion show. A different band will appear on the show every day, including Preacher Rollo and his Saints, a Dixie organization, a Calypso band, a children's orchestra and others.

(more)

Additionally, throughout the week, the full story of Miami Beach will be told.

The whole week-long series will be topped off Friday, Jan. 14, when "Today" celebrates its third anniversary on television. The show will be back in New York Jan. 17.

"Today" is seen on NBC-TV, Monday through Friday from 7-9 a.m., EST and CST, and 8-9 a.m., PST.

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JACK LESCOULIE ON THE GO

One of the most travelling men in television next week will be TODAY's Jack Lescoulie as that program heads for Miami Beach and a week-long series of telecasts Jan. 10-14.

Lescoulie leaves New York for Miami Beach Sunday, appearing on "Today" on Monday. He flies back to New York Monday night to appear on the "Buick-Berle Show" Tuesday night. At midnight Tuesday, he flies back to Miami Beach for the "Today" Wednesday and Thursday mornings. He leaves Miami Beach in the middle of the Friday morning show and enplanes again for New York in time for rehearsals and the Saturday evening telecast of a variety show on another network.

"Today" is seen on NBC-TV, Monday through Friday, from 7-9 a.m., EST and CST, and 8-9 a.m., PST.

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Additionally, throughout the week, the Fall story of Miami

Watch will be told.

The whole week-long series will be reported off Friday, Jan. 10, when "Today" celebrates its third anniversary on television.

The show will be back in New York Jan. 14.

"Today" is seen on NBC-TV Monday through Friday from

7-9 a.m., ET and CT, and 9 a.m. PT.

JACK MONROE ON THE GO

One of the most entertaining men in television

next week will be TODAY's Jack Monroe as he

returns home for his first and only TV show

of January 10, 10-11.

Monroe's latest hit was the film "The

appearing on "Today" on Monday. He then went on his

first TV show since he came to the "Today" show in

Thursday night. He will be on "Today" on Friday

Miami Beach for the "Today" Monday and Tuesday

matinee. He leaves Miami Beach in the middle of the

Friday morning and will appear on the New York

in the first hour of the show and the second evening hour.

and of a variety show on another network.

"Today" is seen on NBC-TV Monday through Friday

from 7-9 a.m., ET and CT, and 9 a.m. PT.

JIM MOSER HONORED

Jim Moser, creator-writer of NBC-TV's award-winning MEDIC series, has been named by the California Junior Chamber of Commerce as one of the state's five outstanding young men of the year 1954. The annual selection is made from men 35 years of age or younger. The awards will be presented at a ceremony in the Richmond, Calif., Civic Auditorium on Jan. 8.

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'MISS FRANCES' TO VACATION IN HAWAII

Dr. Frances Horwich, "Miss Frances" of NBC-TV's DING DONG SCHOOL, will fly to Hawaii for a beginning-of-the-year vacation with her husband, Harvey, following her telecast Friday, Dec. 31. She will return to the program Monday, Jan. 17.

During her absence, special kinescope films she has produced in advance will be shown to her regular viewers. The program is telecast in Honolulu via KONA, NBC-TV affiliate.

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NBC-New York, 1/3/55

THE UNITED STATES

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CREDITS FOR 'HOLLYWOOD TODAY' WITH SHEILAH GRAHAM

PROGRAM: HOLLYWOOD TODAY

TIME: NBC-TV, Mondays through Fridays,
10:45-11 a.m., EST

STAR: Sheilah Graham

STARTING DATE: Jan. 3, 1955

FORMAT: Sheilah Graham, noted Hollywood columnist, will present a 15-minute program of news, interviews with famous stars, and film clips from feature movies. Guest stars will appear five days in succession and, each day, separate parts of the actor's private life and career will be told with the aid of photographs, newspaper clippings and film clips from past movies. Each show also will include a feature story on some behind-the-scenes aspect of movie making.

PRODUCER: Bill Lewis

DIRECTOR: Dick McDonough

TECHNICAL DIRECTOR: Ed Bernheim

WRITER: Jack Mullen

ART DIRECTOR: Charles Myall

ORIGINATION: Hollywood, Calif.

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NIGHTTIME GLAMOR OF MIAMI BEACH WILL BE REFLECTED IN
WEEK'S STAY OF 'TONIGHT' PROGRAM (JAN. 10-14)

"Miami Beach After Dark" will be the theme of Steve Allen's TONIGHT program when it is telecast from the famed Florida resort Monday through Friday, Jan. 10-14 (NBC-TV, 11:30 p.m.-1 a.m., EST).

The "Tonight" shows will originate at the Sea Isle Hotel on the Beach, as will the Dave Garroway "Today" telecasts each morning that week. However, the two shows will be literally as "different as night and day."

Whereas Dave's show will feature such popular "Today" outdoor items as swimming pool events, animal and Indian features, and J. Fred Muggs' antics, the "Tonight" shows will be designed to mirror Miami Beach's late-night atmosphere. Top name nightclub comedians will appear and for those who pursue the Sport of Kings on the Winter circuit, jockey Ted Atkinson will discourse on turf matters.

In addition to numerous "to be announced" surprise features, "Tonight" viewers during the week may see and hear their favorites -- singers Eydie Gorme, Pat Marshall, Steve Lawrence and Andy Williams. Skitch Henderson, the music man, will be along on the Florida junket, as will some two score "Tonight" production people.

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NBC-New York, 1/3/55

WFOV-TV Channel 3 WFOV-TV Channel 3

"Miami Beach After Dark" will be the theme of WFOV-TV's
TONIGHT program when it is broadcast from the Miami Beach
Monday through Friday, 10-11 (WFOV-TV, 11:30 p.m.-1 a.m., EST).
The "Tonight" show will continue to be the late night
on the beach, as will the late Saturday "Today" program and
morning that week. However, the two shows will be literally as
different as night and day.
Whereas viewers can still expect to see "Today" out-
door items as swimming pool events, animal and human features, and
J. Fred Mays' edition, the "Tonight" show will be designed to reflect
Miami Beach's late-night atmosphere. The two programs
will appear and for those who cannot find time to watch on the WFOV-TV
channel, locally, locally, locally, locally, locally, locally, locally,
In addition to viewers "to be announced" during the program,
"Tonight" viewers during the week may see and hear their favorite --
singers Dylis Goss, Ted Hendrix, Steve Lawrence and Andy Williams.
Sketch Henderson, the comic man, will be along on the Friday
program, as will some two dozen "Tonight" production people.



CARLOS MONTALBAN TO ENACT ROLE OF AGRAMONTE IN 'YELLOW JACK,'
ON NBC-TV MONDAY, JANUARY 10, 8 TO 9:30 P.M., EST

Carlos Montalban has replaced Victor Jory in the role of the scientist, Agramonte, in "Yellow Jack," which will be seen in compatible color and black and white on PRODUCERS' SHOWCASE Monday, Jan. 10 (NBC-TV, 8-9:30 p.m., EST). Jory was taken ill suddenly last Wednesday and removed to a Manhattan hospital for treatment of a heart condition.

Montalban, elder brother of screen star Ricardo Montalban, is one of the most popular of Spanish-speaking actors. His voice is frequently used to dub Spanish language versions of American films. Montalban, managing director of the Teatro Hispano in New York, has appeared on TV before on "Robert Montgomery Presents," "Kraft Television Playhouse," "The U. S. Steel Hour," and "Studio One."

Montalban joins the ten-star roster that includes Broderick Crawford, Dennis O'Keefe, Raymond Massey, Dane Clark, Wally Cox, Jackie Cooper, E.G. Marshall, Rod Steiger and Eva Marie Saint. Featured in the outstanding cast are William Redfield, Fred Stewart, Frederic Tozere and Philip Abbott.

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NBC-New York, 1/3/55

WILL POWELL NAMED COORDINATOR OF PROGRAM DEVELOPMENT
FOR NBC'S PACIFIC DIVISION

Will Powell, son of film star William Powell, has been appointed coordinator of program development for the National Broadcasting Company's Pacific Division, it was announced today.

The assignment marks Powell's entry into the television industry. He began his career in the motion picture industry as a member of the Warner Brothers' story department in 1947. He later spent four years at Universal-International studios, becoming associate producer. Prior to joining NBC, he was assistant production manager at Panoramic Pictures for 20th Century Fox studios. As coordinator of program development, Powell will report to Frank Cleaver, NBC program director for the Pacific Division.

Powell, a graduate of Princeton University, served three years in the U.S. Marine Corps during World War II.

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SENATOR KNOWLAND TO 'MEET THE PRESS'

Senator William Knowland, (R-Calif.), Republican leader, will MEET THE PRESS on Sunday, Jan. 9 (NBC-TV, 6 p.m., EST; NBC Radio, 10:30 p.m., EST).

The senator, whose proposal for a blockade of Communist China has aroused considerable controversy, will be interviewed by Lawrence Spivak, owner-producer of the Peabody Award-winning "Meet the Press"; William Theis of International News Service, James Reston of the New York Times and Jack Bell of the Associated Press. Ned Brooks will moderate.

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TEEN-AGERS TO INTERVIEW SENATOR SPARKMAN

Senator John Sparkman, (D.-Ala.), will be interviewed by a group of Washington, D.C., teen-age students Sunday, Jan. 9 on Theodore Granik's YOUTH WANTS TO KNOW (simulcast on NBC-TV and NBC Radio, 2:30-3 p.m., EST).

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NBC-New York, 1/3/55

WILL POWELL NAMED COORDINATOR OF RHOHAMA DEVELOPMENT

FOR NBC'S PACIFIC DIVISION

Will Powell, son of film star William Powell, has been appointed coordinator of program development for the National Broadcasting Company's Pacific Division. It was announced today. The assignment moves Powell's entry into the television industry. He began his career in the motion picture industry as a writer at the Warner Brothers' story department in 1947. He later spent four years at Universal-International studios, becoming associate producer. After joining NBC, he was assistant production manager at Paramount Pictures for four years. He is now coordinator of program development. Powell will report to Frank Gravert, NBC program director for the Pacific Division.

Powell, a graduate of Princeton University, served three years in the U.S. Marine Corps during World War II.

SENATOR PROPOSED TO MEET THE PRESS

Senator William Knowland (R-Calif.), Republican leader, will meet the press on Sunday, Jan. 9 (NBC-TV, 6 p.m., EST; NBC Radio, 10:30 p.m., EST).

The senator, whose proposal for a package of Communist China has aroused considerable controversy, will be interviewed by Lawrence Spivak, owner-producer of the radio show "Meet the Press"; William T. Riker of International News Service; Tom Wren of the New York Times and Jack Hall of the Associated Press. NBC Radio will moderate.

TELE-AGENTS TO INTERVIEW SENATOR

Senator John Sparkman (D-Ala.) will be interviewed by a group of Washington, D.C., teen-age students Sunday, Jan. 9 on Tuesday. The youth wants to know (transmitted on NBC-TV and NBC Radio, 3:30-3 p.m., EST).

NBC-New York, Jan. 8



COLOR TELEVISION NEWS

A SERVICE OF



AUTHENTIC MILITARY COMPANY STREET SETTINGS PREPARED BY OTIS RIGGS
FOR 'PRODUCER'S PLAYHOUSE' COLORCAST OF 'YELLOW JACK' ON
NBC MONDAY, JANUARY 10, 8 TO 9:30 P.M., EST

A considerable section of Columbia Barracks, where Major Walter Reed and his heroic staff conducted the historic experiments that led to the discovery of the cause of dreaded yellow fever is being faithfully reconstructed by set designer Otis Riggs for "Yellow Jack," in which ten top stars will be seen on NBC-TV Monday, Jan. 10, 8-9:30 p.m., EST. The Playwrights' Company production will be telecast in compatible color and black and white on PRODUCERS' SHOWCASE.

On the huge stage of NBC's Brooklyn color studio, construction crews are busily erecting an actual army battalion street, after photographs of Major Reed's military establishment in Havana in 1900, where the research took place that ultimately proved that infected *Stegomyia* mosquitoes were the carriers of "yellow jack."

Riggs' designs of the various sets, including exteriors and interiors of Reed's laboratory building, Dr. Carlos Finlay's laboratory and patio, enlisted men's quarters, a medical contagion ward and a pest house, are authentic adaptations of the photos lent him from U.S. Army files. The battalion street will be wide and long enough to permit an army wagon ambulance of the period, which Riggs is also reconstructing, to maneuver. Along its length, too, will come rows of stretcher bearers carrying "yellow jack victims."

(more)

Riggs says that his most urgent problem will be securing an abundance of tropical foliage to simulate the Cuban topography. Smilax is generally used for TV greenery, but it's not lush enough for the designer's sense of realism. Palm fronds are being flown in from Florida and these will be attached to prop trees on the set.

The 50 mosquitoes of the yellow fever carrying variety, presently being bred as live "props" for the show at the School of Public Health at Columbia University, are also technically the responsibility of Otis Riggs. "I hope they'll bite on cue," he says.

Riggs has been an exclusive NBC scene designer since completing graduate studies at the Yale Drama School in 1946. He was the original designer for "The Philco Television Playhouse" and has, in the interim, designed dozens of outstanding sets for this program and its alternate, "The Goodyear Television Playhouse," as well as for the Theatre Guild show and the early "Mr. Peepers" series. He contributed the highly praised settings to Maurice Evans' recent color production of "Macbeth." Riggs was represented on Broadway last season in the Theatre Guild-Fred Coe production of "The Trip To Bountiful," which starred Lillian Gish.

Born in Beverly, Mass., Jan. 20, 1914, Riggs studied at the Vesper George Art School and helped perfect his craft as scene designer for Summer theatres in Gloucester and Cohasset, Mass., and Mt. Kisco, N.Y. In 1937-38, Walter Wanger employed him as a draughtsman in Hollywood, notably for "The Trail of the Lonesome Pine." From 1942 to 1945, he served in the army with the Camouflage Engineers, mostly in the ETO. Riggs is married to the former Joan Peterson, an erstwhile librarian with the NBC Art Department.

According to Nielsen surveys, as many as 37,475,000 viewers tune in NBC Spectaculars.

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NBC-New York, 1/3/55

...that his most important problem will be securing an abundance of tropical foliage to simulate the jungle topography. ... is generally good for TV scenery, but it's not lush enough for the designer's sense of realism. Palm fronds are being flown in from Florida and these will be attached to prop trees on the set. The so-called "tropical" of the jungle cover carrying variety, ... being used as live "props" for the show at the School of ... at Columbia University, and also occasionally the responsibility of Otis Rags. "I hope they'll bite on that," he says. Rags has been an exclusive NBC scene designer since 1955. ... studies at the Yale Drama School in 1955. He was ... designer for "The Indian Television Playhouse" and has, in the ... designed dozens of outstanding sets for this program and the ... "The Geometric Television Playhouse", as well as for the ... show and the early "Mr. Peepers" series. His contributions ... praised settings to Martin Evans' recent color production ... Rags was represented on Broadway last season in the ... production of "The Tenth Muse" which ... William Glen.

Born in Beverly, Mass., Jan. 20, 1914, Rags studied at the ... Art School and helped perfect his craft as a scene designer ... in Gloucester and Cohasset, Mass., and in ... Y. In 1937-38, Walter Wanger employed him as a draughtsman in Hollywood, notably for "The Trail of the Lonesome Pine". From 1945 to 1955, ... with the Connecticut Engineers, mostly in the ... is married to the former Joan Peterson, an erstwhile librarian ... the NBC Art Department.

According to ... surveys, as many as 37,000 ... in NBC's ...

'HOME' IS FIRST TV PROGRAM TO WIN AWARD
OF AMERICAN FURNITURE MART

NBC-TV's HOME show was honored today (Jan. 3) by the American Furniture Mart in Chicago, when the program received one of three annual awards in recognition of outstanding presentations of home furnishings subject matter.

This is the first year that the award has been presented to a TV program. In the past, the recipients have always been newspapers or magazines.

Members of the "Home" staff who were cited during the presentation were Arlene Francis, star of the program; Claire Barrows, off-camera interior decorations editor, and decorator Paul MacAlister, who represents the program from Chicago as consultant on interior design and color for the home.

"Home" is telecast Mondays through Fridays, 11 a.m. to 12 noon, EST).

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WBC-TV'S FIRST TV PROGRAM TO WIN AN AWARD

OF AMERICAN BROADCASTING ASSOCIATION

WBC-TV's NEWS show was honored today (Jan. 3)

by the American Broadcasting Association when the program received one of three annual awards in recognition of outstanding presentation of news and current affairs subject matter.

This is the first year that the award has been

presented to a TV program. In the past, the two categories have always been reserved for radio.

Members of the "News" staff who were cited

during the presentation were Nelson Johnson, news editor of the program; Claire Barlow, art-director; and decorative editor, and decorator Edith Johnson.

who represents the program from January to June, assistant on interior design and color for the show.

"News" is broadcast Monday through Friday,

11 a.m. to 12 noon, EST.



color television presents

A MAX LIEBMAN PRODUCTION

* A SALUTE TO HIGH-SPIRITED, EVER-YOUTHFUL 'NAUGHTY MARIETTA' *

- - -

Victor Herbert's Operetta Performed in Cities Throughout
Nation -- Makes TV Debut Jan. 15 (9 to 10:30 p.m., EST)

* *
For a lady of 45 Summers, that "Naughty Marietta" is holding up mighty well! Although she will reach her 45th birthday in November, 1955, the high-spirited heroine of the Victor Herbert operetta will make her television debut on NBC-TV when Max Liebman presents his next Spectacular, NAUGHTY MARIETTA on Saturday, Jan. 15 (9 to 10:30 p.m., EST).

Marietta first pranced before Broadway theater audiences in November of 1910. A motion-picture public saw her in 1935, and the television public gets its first glance in 1955 when dark-haired Patrice Munsel joins the long line of famous singers who have sung "Ah, Sweet Mystery of Life" and "I'm Falling in Love with Someone."

Although first introduced to the world in 1910, a testimonial to Marietta's undying popularity can be found in the list of cities in which she was presented during 1953 and 1954. From January, 1953 through September 1954, 45 theatrical groups performed "Naughty Marietta" -- ranging from the efforts of small high schools to more elaborate productions such as the one at the State Fair of Texas in Dallas. Following is a list of the cities:

(more)

Kansas City, Mo.	St. Petersburg, Fla.
Chicago, Ill.	Newark, N.J.
Huntington Beach, Cal.	Peru, Ind.
Council Bluffs, Ia.	Las Vegas, N.M.
Preston, Ia.	Greenville, S.C.
North Hills, Pa.	Snyder, N.Y.
Toronto, Ontario, Canada	St. Louis, Mo.
Mount Vernon, Ohio	Bayonne, N.J.
St. Petersburg, Fla.	Brigham City, Utah
Philipsburg, N.J.	Hattiesburg, Miss.
Albany, N.Y.	St. Paul, Minn.
Athens, Tenn.	Portales, N.M.
Montclair, N.J.	Portland, Ore.
Reading, Pa.	Columbus, Ga.
Baltimore, Md.	Vancouver, Wash.
Oklahoma City, Okla.	Hyannis, Mass.
Evansville, Ind.	Rochester, N.Y.
Oakland, Calif.	N. Burnaby, B.C., Canada
Salt Lake City, Utah	Meriam, Kan.
Pittsburgh, Pa.	McKeesport, Pa.
Idaho Falls, Ia.	Dallas, Tex.
Neptune, N.J.	Rehoboth Beach, Del.

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St. Petersburg, Fla.	Kansas City, Mo.
Newark, N.J.	Chicago, Ill.
Los Angeles, Cal.	Washington Beach, Cal.
Las Vegas, N.M.	Council Bluffs, Ia.
Greenwich, Conn.	Proctor, Ia.
Dayton, N.Y.	North Hills, Ia.
St. Louis, Mo.	Toronto, Ontario, Canada
Stamford, N.J.	North Vernon, Ohio
Elgin City, Ill.	St. Petersburg, Fla.
Hatfield, Mass.	Philadelphia, N.J.
St. Paul, Minn.	Albany, N.Y.
Portland, N.M.	Atlanta, Tenn.
Portland, Ore.	Worcester, N.J.
Columbus, Ga.	Reading, Pa.
Vancouver, Wash.	Baltimore, Md.
Hyannis, Mass.	Oklahoma City, Okla.
Hochstadt, N.Y.	Evansville, Ind.
A. L. Thomas, B.C., Canada	Oakland, Calif.
Meriden, Conn.	Salt Lake City, Utah
Memphis, Tenn.	Pittsburgh, Pa.
Dallas, Tex.	Idaho Falls, Id.
Sanford Beach, Del.	Hopkins, N.J.



TRADE NEWS

January 4, 1955

SYLVESTER L. WEAVER JR., PRESIDENT OF NBC, NAMED 1 OF 10 MEN
WHO 'MADE ADVERTISING NEWS IN 1954' BY ADVERTISING AGE

Advertising Age, weekly trade publication, has named
Sylvester L. Weaver Jr., President of the National Broadcasting
Company, as one of the 10 men who "made advertising news in 1954."

Of Mr. Weaver, the magazine reported:

"By now all television advertisers are conditioned to the
'magazine concept,' a programming sales idea which Mr. Weaver
introduced at NBC with 'Your Show of Shows.' Since 1954 was the first
year with any appreciable color telecasting, Mr. Weaver's decision
to use the 'Spectaculars' in an effort to capture TV dominance
attracted considerable attention."

The "magazine concept" introduced by Mr. Weaver permits
advertisers with small budgets to buy network television. Because of
the "magazine concept," NBC has attracted more advertisers than any
other network.

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TRADE NEWS

January 4, 1955

ACADEMY OF TELEVISION ARTS AND SCIENCES SIGNS
CONTRACT WITH NATIONAL BROADCASTING COMPANY
FOR TV AND RADIO COVERAGE OF AWARDS

The Academy of Television Arts and Sciences has signed a three-year contract with the National Broadcasting Company to broadcast by television and radio the annual ATAS awards.

The arrangement was announced Dec. 31 by Fred Wile Jr., NBC Vice President in charge of Programs for the Pacific Division, and Don DeFore, President of the Television Academy.

This will be the first time the "Emmy" awards, symbolic of excellence in the television field, will be televised nationally.

The first hour-and-a-half of the two-and-a-half hour program will be seen nationally from Hollywood, according to Mr. Wile. There may be cut-ins from other NBC locations around the country during the program.

"The National Broadcasting Company is happy to take a leading part in presenting the important 'Emmy' awards to a national audience for the first time," Mr. Wile said.

"The Television Academy, according to its charter, is dedicated to the advancement of television arts and the sciences that have made it the new great medium of communication.

(more)

"NBC is proud to be associated with the Television Academy in fostering creative leadership in TV, as these awards of merit for achievement within the industry will focus public attention upon the cultural, informational, entertainment and technological work by creative people -- both performing and behind the camera -- and technicians."

Negotiating for the Academy were Mr. Defore and Bob Longenecker, associate chairman, sponsorship committee. The day and time of the telecast, scheduled for sometime in February, will be announced.

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NBC-New York, 1/4/55

"It is good to be associated with the television industry
in London, especially in TV, as there is a lot of
movement within the industry and a lot of attention upon the
television industry. We are not only interested in the
television people -- who are working and doing the work -- but
also in the industry."

Referring to the London area, he said:
"The area is very important, especially in the
area of the television, and the industry is very
important."

— 100 —

London, 1964



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECASTS FOR WEEK JAN. 9 - 15

(NBC-TV Network including WRCA-TV)

Monday, Jan. 10

8:00-9:30 p.m., EST -- PRODUCERS' SHOWCASE presents the fourth in the series of Monday night Spectaculars: "Yellow Jack," based on the play by Sidney Howard and written in collaboration with Paul de Kruif, which tells of the heroic research work to discover the cause of dreaded yellow fever. Starring Broderick Crawford, Dennis O'Keefe, Raymond Massey, Dane Clark, Wally Cox, Jackie Cooper, Carlos Montalban, E.G. Marshall, Rod Steiger and Eva Marie Saint; featuring William Redfield, Fred Stewart, Frederic Tozere and Philip Abbott.

Wednesday, Jan. 12

7:00-7:30 p.m., EST -- "Norby," starring David Wayne and Joan Lorrington; the first television network series to be filmed entirely in color. David Wayne portrays Pearson Norby, small-town banker and family man. Sponsored by the Eastman Kodak Company.

Saturday, Jan. 15

9:00-10:30 p.m., EST -- Max Liebman presents a Spectacular, Victor Herbert's "Naughty Marietta," the operetta considered his greatest success. Starring Patrice Munsel, with Alfred Drake as special guest.

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NBC-New York, 1/4/55

ITALIAN EMBASSY, COMMENDS 'BACKGROUND' FOR 'FAIR, OBJECTIVE'
PROGRAM ON 'POLITE COMMUNISM' IN ITALY

High praise for the fairness and objectivity of NBC-TV's BACKGROUND program and its commentator-analyst, Joseph Harsch, is offered by the Italian Ambassador and his staff in Washington.

After watching a "Background" show which dealt with the infiltration of "polite Communism" in Italy, Ambassador Alberto Tarchiani's press counselor, Gabriele Paresce, wrote to NBC, New York:

"I watched NBC's 'Background' program (Dec. 26) with great interest and I want to express my appreciation for the fair and objective way in which the reporter on the spot and Mr. Harsch in Washington commented on this very complex problem. I personally agree with Mr. Harsch when he pointed out that Communism has realized that it cannot conquer power in Italy with a coup d'etat or some kind of revolutionary action. I am sure that in this case the majority of the Italians would react vigorously, and the Communists know it. I also agree with Mr. Harsch when he says that Communism has not increased in strength in these last months even after having changed tactics.

"I am glad to inform you that recent news from Italy proves that the hold of Communism on the workers' organizations is lessened

(more).

ITALIAN RENAISSANCE, CONTINUED: RENAISSANCE, CONTINUED:
PROGRAM ON 'POLITICAL ECONOMY' IN ITALY

High praise for the Italian and objectives of the
BACKGROUND program and the Renaissance, though there is
offered by the Italian Renaissance and its debt to Washington.
After watching a "documentary" show which dealt with the
infliction of "socialism" in Italy, and the socialistic
Trentino's great economic, political, and social, which to me, was

York: "I watched the Renaissance program (Doc. 25) with great
interest and I was so impressed by the results of the Renaissance
initiative was in which the Renaissance of the Renaissance in
London commented on this very document, I personally agree with
Mr. Harnish when he pointed out that Renaissance was realized that it
cannot become power in Italy with a very small or some kind of
revolutionary action. I am sure that in this case the majority of
the Italian world react vigorously, and the Renaissance know it. I
also agree with Mr. Harnish when he says that Renaissance has not in-
crease its strength in these last months, even after having received
testimony.

"I am glad to inform you that Renaissance has been Italy's power
that the field of Renaissance in the Renaissance organization is focused
(more)

and that the representatives of the free trade unions are coming up with new strength and in an ever increasing number.

"The Ambassador has asked me to forward to Mr. Harsch his appreciation for what he said about Italy's importance, particularly in the spiritual field."

"Background," an interpretive news show which depicts headline events as seen through the eyes of the people concerned, is produced by Ted Mills. It is telecast Sundays at 5:30 p.m., EST.

-----O-----

NBC-New York, 1/4/55

and local the representatives of the two sides met and began to

with one attempt and in an even manner.

"The Ambassador has asked me to demand to see. I have had

negotiations for what he said about the situation, but nothing

in the official field."

"However," an interpreter was told when he said

nothing about it, but through the rest of the month, is

expected by the U.S. It is believed that it is 2:30 p.m. now.

END OF PAGE TWO

FATHER MAX JORDAN, FORMER NBC FOREIGN CORRESPONDENT AND
RELIGIOUS PROGRAM DIRECTOR, BECOMES BENEDICTINE MONK

Father Max Jordan, formerly one of NBC's top foreign correspondents, has become a Benedictine monk, according to dispatches from Beuron, Germany.

He pronounced his vows on the third anniversary of his ordination to the priesthood and took the name of Father Placid Jordan. The event marked a milestone in the career of this convert to the Catholic Church.

Jordan joined NBC News as a foreign correspondent in 1931 and soon became famous for his news beats. He was the first to announce the terms of the Munich agreement from the "Brown House" on Sept. 29, 1938 and he was the first to announce Japanese acceptance of the armistice terms which ended World War II on Aug. 14, 1945. Other Jordan scoops included broadcasts from Prof. August Picard's stratospheric airplane over Switzerland, from trans-Atlantic Zeppelin flights, from the crater of erupting Mt. Vesuvius, and the first broadcast of the Christmas bells from the Church of the Nativity in Bethlehem.

In January of 1943 he became director of religious programs for the network in New York. In 1945 he went to Switzerland as correspondent for the National Catholic Welfare Conference.

He was born in San Remo, Italy, in 1895.

-----O-----

NBC-New York, 1/4/55

FATHER WAS JORDAN, FATHER WAS JORDAN
RELIGIOUS THEORIST, FATHER WAS JORDAN

Father was Jordan, formerly one of the leading
theologians, and he was a leading figure in the
movement for reform.

He presented his views on the third anniversary of his
ordination to the priesthood and took the name of Father Jordan.
The event marked a milestone in the career of this man.
In the Catholic Church:

Jordan joined the ranks of a leading theologian in 1911
and soon became famous for his work. He was the first to
name the terms of the faith and the "Jordan River" in
Sept. 22, 1933 and he was the first to announce the
of the religion to the world and it was on the 11th of
Other Jordan books include "The Jordan River" and "The
theological studies over the Jordan River, from the Jordan
light, from the origin of the Jordan River, and the first
history of the Jordan River, from the origin of the Jordan
Bible.

In January of 1913 he was elected to the position of
the network in New York. In 1914 he was elected to the
responsibility for the National Council of the Jordan River.
He was born in San Francisco, Calif. in 1892.

* ----- *

MIAMI BEACH MAKES BIG PLANS TO WELCOME
'TODAY' AND 'TONIGHT' PROGRAM STAFFS

* ----- *

MIAMI BEACH, Jan. 3 -- "Reaction to plans for having NBC-TV's 'Today' and 'Tonight' visit here is thrilling, fantastic, and beyond description," according to an official of Miami Beach, as that city plans to open the celebration of its 40th anniversary with week-long telecasts of both programs from Jan. 10 to 14, inclusive.

Hank Meyer, head of public relations for Miami Beach declared: "This is the type of promotion that will be written about and spoken about for years to come. The idea of having Dave Garroway sitting on the beach in the early morning with the sun rising over his shoulder at a time when snow is probably blanketing the nation will be tremendous. Equally fantastic, of course, will be Steve Allen, sitting in the moonlight with the blue ocean behind him. To millions of people who have heard of Miami Beach but have never been here, will be given the opportunity of seeing what makes this the resort capital."

Between the two programs, four-and-one-quarter hours of television will originate from the beach every day.

"From our point of view," says Meyer, "there are very few physical problems. Housing is being taken care of by the ocean front Sea Isle Hotel, where 35 rooms and four suites are being supplied for the 'Today' and 'Tonight' casts. Technical facilities such as lines and cables, cameras, lights and so on are being coordinated with the local TV station.

(more)

1001

2 - 'Today' and 'Tonight' Programs

"No specific plans are being made to welcome the group as a group," Meyer continues, "as I believe informality is the best approach...of course the mayor will have the royal carpet rolled out for Dave and Steve.

"The Miami Beach Police and Fire Department will assist from a security point of view in seeing that there will be more than adequate control over crowds wanting to see the shows. However, there'll be no tickets and the audience will be limited to those folks who are staying at the Sea Isle."

The Sea Isle is putting on extra help to handle the television invasion. A whole block has been roped off for the "motor pool" of the two shows. Fifteen extra hotel security men and off-duty Miami Beach policemen will handle the crowds.

The 70-odd "Today" and "Tonight" staffers will all be flown down to Miami Beach via National Airlines.

-----O-----

NBC-New York, 1/4/55

"In special cases the police will be allowed to detain the group as a group," never continues. "as a police investigation is the first step... of course the police will have the right to arrest and detain or leave and leave."

"The Miami Beach Police and State Department will assist from a security point of view in seeing that there will be no such a corporate control over the handling of the situation. However, there'll be no tickets and the situation will be limited to those people who are staying at the hotel."

The Sea Side is putting on extra help to handle the television invasion. A whole block has been closed off for the "major pool" of the two shows. Without being paid security men and out of the Miami Beach policemen will handle the crowd. The 70-odd "shows" and "shows" will all be taken down to Miami Beach via National Airlines.

1960-New York, 1/4/52



TRADE NEWS

January 4, 1955

LEONARD H. HOLE, ANTHONY M. HENNIG, THOMAS O. LOEB PROMOTED
TO NEW POSTS IN NBC-TV NETWORK PROGRAMS DIVISION

Leonard H. Hole, Anthony M. Hennig and Thomas O. Loeb have been promoted to new positions in the National Broadcasting Company's Television Network Programs Division, Thomas A. McAvity, Vice President in charge of the division, announced today.

Mr. Hole, who held the title of director of production for the Television Network Programs Division, has been named director of program development for the Television Network Programs Division.

Mr. Hennig, formerly associate director of production facilities, succeeds Mr. Hole as director of production.

Mr. Loeb, producer and manager of the NBC Business Unit, has been promoted to manager of the Television Network Programs Division.

Mr. Hole has been associated with broadcasting for 22 years. He joined NBC's Statistical Department in 1932, held executive positions with Benton & Bowles, Inc., the Columbia Broadcasting System and the Allen B. DuMont Laboratories, Inc., from 1943-49 and rejoined NBC as TV production manager in 1950. A year later he assumed the added duties of acting program manager. He was promoted in 1952 to director of production facilities. Mr. Hole is married and lives at Larchmont, N.Y.

(more)

2 - 'NBC-TV Network Promotions'

Mr. Hennig came to NBC in 1929, was named assistant to the treasurer in 1937, and assistant treasurer of the old Blue Network in 1942. Mr. Hennig served several years with the American Broadcasting Company before rejoining NBC as manager of studio and theatre operations in 1952. He later was promoted to director of plant operations. He lives at Hohokus, N.J.

Mr. Loeb entered radio in 1936 as program director-announcer of station WDNC, Durham, N.C. From 1937-41 he was radio director-account supervisor for Lord & Thomas, Inc., of New York. After World War II service as an Air Force captain, Mr. Loeb was associated with Foote, Cone & Belding, Inc., for four years. He came to NBC in 1950 as associate producer of the "Kate Smith Show." Later he produced "Ethel and Albert" for the network. He originated the NBC-TV show, "The World of Mr. Sweeney." Mr. Loeb lives in New York.

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NBC-New York, 1/4/55

Mr. Hennig was in NYC in 1959, and made a decision to the
treasurer in 1957, and was a member of the old Time Warner
in 1948. Mr. Hennig was a member of the old Time Warner
creating company before the time ABC as a member of the old
operations in 1952. He later was promoted to director of
operations. He lived at 100 West 42nd St.
Mr. Hennig started radio in 1935 as a program director
of station WABC, New York, N.Y. From 1937-41 he was radio director
and general supervisor for Fort & Smith, Inc., of New York. After World
War II served as an Air Force captain. Mr. Hennig was associated with
Hoots, Kane & Helbing, Inc., for four years. He was in 1950
an associate producer of the "Miss Smith Show". After his association
"Ethel and Albert" for the network. He originated the ABC-TV show
"The World of Mr. Henry". Mr. Hennig lives in New York.

END OF PAGE

REC-100 7000 1/10/59

VARIETY OF SPONSORS REPRESENTED

IN 'TODAY'S' FLORIDA VISIT

When NBC-TV's TODAY goes to Florida for the week of Jan. 10, 16 sponsors will be represented in 33 commercial appeals during the Southern sojourn.

Florida Citrus should feel right at home, and so should Star-Kist Tuna. Pan American Coffee is a little closer to home.

At the end of the week, "Today" will sweep up with Bissell and go home to put all their cotton clothes in the Maytag, ready to don again next June.

P.S.: The other "Today" sponsors during the week of Jan. 10 include: Bromo-Seltzer, Musterole, Pard, Fitch, Malt-o-Meal, Hill's Cake Mix, Grocery Store Products, Puss 'N Boots, French's Bird Seed, Diamond Salt and George Washington Coffee.

"Today" is seen on NBC-TV, Monday through Friday from 7-9 a.m., EST and CST and 8-9 a.m., PST.

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BROOKLYN WOMAN WINS RANCH HOUSE

ON NBC'S 'FEATHER YOUR NEST'

Mrs. Milton Snyder of 245 Hawthorne Street, Brooklyn, is looking for a site on which to locate a National Homes Canterbury ranch house which she won on the FEATHER YOUR NEST program (NBC-TV, Mondays through Fridays, 12:30 to 1 p.m., EST).

As possessor of the lowest number picked in the special drawing concluding each show during the past 13 weeks, Mrs Snyder was announced as the winner of the house at the Friday, Dec. 31 telecast. Her number has been the leading one for six weeks. Another home will be awarded to the "Feather Your Nest" contestant or home viewer drawing the lowest number from a miniature house in the 13-week period starting Monday, Jan. 3.

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NBC-New York, 1/4/55

IN TODAY'S MORNING VISIT

From NEW YORK CITY goes to Florida for the week of Jan. 10.

agreements will be represented in a commercial appeal during the
morning session.

Florida State Senate will meet at 10 a.m. and an evening session.

at 7 p.m. The morning session is a 10-minute session to noon.

At the end of the week, "Today" will cover up with Florida and

plans to put all their content together in the morning session to noon.

and last time.

1.2. The other "Today" sessions during the week of Jan. 10

Florida: Brown-Gilbert, Hester, Ford, Lynch, Hill, Hill, Hill

and Hill, Gentry, Gentry, Gentry, Gentry, Gentry, Gentry, Gentry

around 10 a.m. and George Washington College.

"Today" is seen on WFL-TV, Monday through Friday from 7-9 a.m.

and 10-11 a.m. and 1-2 p.m.

WFL-TV'S NEW YEAR'S SPECIAL

ON WFL-TV'S NEW YEAR'S SPECIAL

New Year's Special on WFL-TV's New Year's Special, January 10

starting for a time on which to locate a television news program

with house which she was on the WFL-TV New Year's Special (WFL-TV)

starting through Friday, Jan. 10 to 1 p.m. and 1-2 p.m.

As president of the lowest number listed in the special group

re completing each year during the year 1960, the lowest was

mentioned as the winner of the contest of the year 1960, Jan. 10, 1960.

is known has been the lowest and the lowest. Lowest have all

a number to the "lowest" number, 1960, 1960, 1960, 1960, 1960, 1960

and the lowest number, 1960, 1960, 1960, 1960, 1960, 1960, 1960

starting Monday, Jan. 10.

TRADE NEWS

January 4, 1955

NBC-TV SHOWS AND PERFORMERS LEAD WITH 16 OUT OF 28 'FIRSTS'
IN SIXTH ANNUAL MOTION PICTURE DAILY-FAME MAGAZINE POLL

NBC-TV shows and performers have been named in 16 out of 28 first place awards in the Sixth Annual Motion Picture Daily balloting conducted for Fame Magazine.

Of the total of 81 awards announced, including first, second and third places, NBC-TV won 37. NBC-TV shows and stars were listed in top spots in practically all the major categories.

The awards were voted by newspaper and magazine television editors, critics and columnists throughout the nation.

First place honors won by NBC shows or performers:

Best Television Performer: George Gobel, starred on the "George Gobel Show."

Most Promising Male Star: Dick Shawn, featured in color Spectaculars.

Most Promising Female Star: Eva Marie Saint (all networks).

Show Making Most Effective Use of Color: "Max Liebman Presents."

Best Comedian: George Gobel.

(more)

2 - Magazine Poll Awards

Best Panel Discussion Program: "Meet the Press."

Best New Dramatic Program: "Medic."

Best Mystery Program: "Dragnet."

Best Female Vocalist: Dinah Shore, starred in the "Dinah Shore Show."

Best Popular Musical Show: "Your Hit Parade."

Best Quiz Show (audience participation): "You Bet Your Life," starring Groucho Marx.

Best Announcer: George Fenneman.

Best News Commentator: John Cameron Swayze, "Camel News Caravan."

Best Daytime Program: "Today," starring Dave Garroway.

Best Children's Program: "Ding Dong School," with Dr. Frances Horwich.

Best Commercial Presentation (audience viewpoint): Lucky Strike -- award shared with two other networks.

Second place awards went to the following NBC stars or shows:

Most Promising Female Star: Elizabeth Montgomery.

Best Comedienne: Imogene Coca, the "Imogene Coca Show."

Best Comedy Team: Dean Martin and Jerry Lewis, the "Colgate Comedy Hour."

Best Comedy Show: "George Gobel Show."

Best Panel Discussion Program: "The American Forum"

Most Unique New Program: "Tonight," starring Steve Allen.

(more)

Best Panel Discussion Program: "The Future of the Nation"

Best New Dramatic Program: "The Day After Tomorrow"

Best Mystery Program: "The X-Files"

Best Reality Program: "The Restaurant" (Season 1)

"Dinner Show"

Best Popular Musical Show: "The Sound of Music Live!"

Best Game Show (Audience Participation): "The Price Is Right"

"Your Life" (Featuring George Hanks)

Best Known Host: George Hanks

Best News Commentator: John Lennon (Special)

News Channel

Best Daytime Program: "Today" (Season 1)

Outstanding

Best Children's Program: "The Muppet Show" (Season 1)

Dr. Francis (Season 1)

Best Commercial Presentation (Audience Viewpoint):

Early Series -- Award shared with the other network

Season 1 also went to the following two other shows:

Best Promising Female Host: Elizabeth Montgomery

Best Television: Imogene Coca, the "Three of Us"

Show

Best Comedy Team: Dean Cain and Jerry Lewis

the "College Comedy Hour"

Best Comedy Show: "George and Mandy"

Best Panel Discussion Program: "The American Future"

Best Single New Program: "Footlight" (Featuring Steve)

Allen

3 - Magazine Poll Awards

Best Male Vocalist: Eddie Fisher.

Best Classical Musical Show: "NBC Opera."

Best Master of Ceremonies: Steve Allen.

Best Announcer: Jack Lescoulie.

Best Children's Program: "Howdy Doody."

Best Commercial Presentation (audience viewpoint):

"Kraft Theatre," shared with one other network.

Third place awards went to the following NBC stars or shows:

Best Television Performers: Jack Webb, star of

"Dragnet."

Most Promising Female Star: Pat Carroll.

Best Comedian: Sid Caesar, star of "Caesar's Hour."

Best Comedienne: Martha Raye, star of the "Martha Raye Show."

Best Variety Program: "Colgate Comedy Hour."

Best Dramatic Program: "Robert Montgomery Presents."

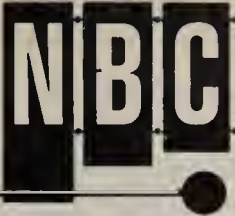
Best Male Vocalist: Gordon MacRae.

Best Popular Musical Show: "Dinah Shore Show."

Best Daytime Program: "Home."

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NBC-New York, 1/4/55



TRADE NEWS

January 4, 1955

14 OUT OF 27 'FIRSTS' GO TO NBC RADIO PROGRAMS AND PERFORMERS
IN 19TH ANNUAL MOTION PICTURE DAILY RADIO POLL FOR FAME

Reaffirming the NBC Radio Network's programming leadership, editors, critics and columnists of American newspapers and magazines voted 14 out of 27 first place awards to NBC Radio Network programs and/or performers in the 19th Annual Motion Picture Daily Radio Poll for Fame.

The poll named Dave Garroway radio's "Champion of Champions" for 1954, tacked four other awards on Dave or his program, and gave NBC Radio a sweep of three out of three awards in the "Public Service" category and two of three places in each of six other program or performer categories.

In addition, NBC Radio won first place in a special category for "Best Network Publicity Service."

First place awards voted by the critics to NBC performers and/or programs are:

Best Network Program:	"Friday With Garroway"
Best Performer:	Dave Garroway
Best Comedy Team:	"Fibber McGee and Molly"
Best Variety Program:	"Friday With Garroway"
Best Dramatic Program:	"Lux Radio Theatre"
Best Mystery Program:	"Dragnet"
Best Quiz Show:	"Groucho Marx-You Bet Your Life"

(more)

2 - Radio Poll for Fame

Best Educational Program:	"Meet the Press"
Best Public Service Program:	"Meet the Press"
Best Country Music Show:	"Grand Ole Opry"
Best Announcer:	George Fenneman
Best Master of Ceremonies:	Dave Garroway
Best Popular Female Vocalist:	Dinah Shore
Best Popular Orchestra:	Guy Lombardo (WRCA, New York, Summer show)

NBC Radio took two of three places in "Best Network Program," "Best Performer," "Best Comedian," "Best Comedy Team," "Best Master of Ceremonies" and "Best Educational Program" categories, and in addition took three out of three in the "Public Service" group with MEET THE PRESS first, WEEKEND second and AMERICAN FORUM OF THE AIR third.

Second place awards went to Bob Hope for "Best Comedian"; Marian Jordan "Best Comedienne"; Art Linkletter, "Best Emcee"; Morgan Beatty, "Best News Commentator"; Mel Allen, "Best Sportscaster"; Dinah Shore Show, tied for "Best Popular Musical Show," and "Weekend," "Best Public Service Program."

Third place awards were voted to "Lux Radio Theatre" for "Best Network Program"; Bob Hope, "Best Performer"; Groucho Marx, "Best Comedian"; Dean Martin and Jerry Lewis, "Best Comedy Team"; "The Telephone Hour," "Best Classical Musical Show"; "Friday with Garroway" "Best Popular Musical Show"; "Youth Wants to Know," "Best Educational Program," and "The American Forum," "Best Public Service Program."

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NBC-New York, 1/4/55

REC-100 100-10000



TRADE NEWS

January 5, 1955

AN INVITATION TO VIEW 'YELLOW JACK'--AT FIRST PUBLIC
DEMONSTRATION IN NEW YORK OF RCA'S NEW
21-INCH COLOR TV RECEIVER

The RCA Exhibition Hall will be the site of the first public demonstration in New York City of RCA's new 21-inch color television receiver on Monday, Jan. 10.

The public ^{is} invited to view the National Broadcasting Company's presentation of "Yellow Jack," 90-minute color Spectacular.

The giant-screen sets will be placed facing the windows on the main floor of the building, and additional sets will be located on the lower level in the Johnny Victor Theatre.

RCA, pioneer of compatible color television, introduced the 21-inch set to the industry last Fall and public demonstrations have been held in several cities throughout the nation.

"Yellow Jack," Sidney Howard's Pulitzer prize-winning play, has a cast of 10 outstanding stage and screen stars -- Broderick Crawford, Dennis O'Keefe, Raymond Massey, Dane Clark, Wally Cox, Jackie Cooper, Carlos Montalban, E.G. Marshall, Rod Steiger and Eva Marie Saint -- with William Redfield, Fred Stewart, Frederic Tozere and Philip Abbott in featured roles. The play will be telecast from 8 to 9:30 p.m., EST.

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TRADE NEWS

January 5, 1955

BOB HOPE TO EMCEE 'LOOKING AT YOU,' FULL HOUR PREVIEW
OF GENERAL MOTORS MOTORAMA OF 1955 ON NBC-TV JAN. 19

Bob Hope, ebullient NBC-TV and Radio star, will be emcee of a special full-hour video preview of the General Motors Motorama of 1955 show, LOOKING AT YOU, Wednesday, Jan. 19 (NBC-TV network including WRCA-TV, 10 to 11 p.m., EST).

The nationwide telecast will originate in the grand ballroom of the Waldorf-Astoria in New York City where the Motorama will be open to the public from Jan. 20 to 25. General Motors Corporation will sponsor the telecast through the Kudner Agency.

Hope, veteran stage, screen, radio and video personality, will guide home viewers on a tour of a new group of experimental "dream cars," a super-modern kitchen, and 1955 production models of General Motors automobiles.

Hope returned this week from a New Year's tour with his "Colgate Comedy Hour" troupe to entertain servicemen of Thule Air Base in Greenland and Goose Air Base, Labrador.

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January 5, 1955

A NAMELESS CHIMPANZEE MAY GET THE HEEBIE JEEBIES
UNTIL PICKING A MONICKER LIKE PHOEBE B. BEEBE'S

- - -

Protegee of J. Fred Muggs Picks Baltimorean's Entry

J. Fred Muggs protegee, the almost-nine month old girl chimpanzee, has a new name. And it's a dilly! PHOEBE B. BEEBE.

Phoebe picked the monicker herself...more or less. TODAY staffers helped by selecting the 15 best names out of 179,000 submitted by "Today" listeners.

These 15 names were then written on cards, arranged in a complete circle on the floor of the "Today" studio, and a small bunch of grapes laid carefully atop each card.

"She feels about grapes the way you feel about steak," Dave Garroway told the audience gravely, as he deposited the then nameless one in the middle of the circle. That young lady, however, didn't seem to care much for grapes or for anything else for that matter, except getting back into the protective arms of her owner, Roy Waldron. However, her right hand did touch squarely on one card, the one bearing "Phoebe B. Beebe."

The name was submitted by Alexander B. Spies, 60, of 1231 Ramblewood Road, Baltimore, Md. Mr. Spies wins a RCA Color television set and a trip to New York. So he's happy. And so is Phoebe B. Beebe.

Phoebe is seen on "Today" on NBC-TV, Monday through Friday from 7-9 a.m., EST and CST and 8-9 a.m., PST.

-----O-----

January 17, 1957

A. W. WILSON, JR., 1000 N. 10th St.,
Seattle, Wash. 5, U.S.A.

Dear Mr. Wilson:

I have your letter of January 15, 1957, and

am sorry to hear that you are having trouble

with your eyes. I hope you will be able to

visit us in Seattle in the near future.

Sincerely,
A. W. WILSON, JR.

Yours very truly,
A. W. WILSON, JR.

Enclosed for you are two copies of the

report of the Committee on the

status of the project. I hope you will

find it of interest. I am sure you will

be glad to hear that the project is

still going on. I am sure you will

be glad to hear that the project is

still going on. I am sure you will

be glad to hear that the project is

still going on. I am sure you will

be glad to hear that the project is

still going on. I am sure you will

be glad to hear that the project is

FAYE EMERSON WILL JOIN 'TODAY' CAST ON NBC-TV
JAN. 17-28 WHILE DAVE GARROWAY VACATIONS

Faye Emerson, actress, TV personality and syndicated radio-TV columnist, will become a member of the TODAY family while Dave Garroway vacations Jan. 17 to 28. Miss Emerson will work with Jack Lescoulie and Frank Blair on the program, handling features, commentary on news items that are especially appealing to women, and generally adding her popular brand of enthusiasm and brightness to the show.

Working with Miss Emerson the week of Jan. 17, as another special feature, will be the famous Baird marionettes, returning for another engagement after their sensational reception on "Today" during Christmas week.

Miss Emerson will accompany the "Today" group to Florida the week of Jan. 10, and while not seen on camera during the week, will be behind the scenes, catching up on routines and mechanics of the show.

"Today" is seen on NBC-TV Monday through Friday from 7-9 a.m., EST and CST, and 8-9 a.m., PST.

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THE TODAY SHOW WILL JOIN TODAY'S BEST OF NEWS
JAN. 14-18 WHILE THE OTHERS ARE AWAY

THE TODAY SHOW, which is broadcast on
syndicated radio-TV stations, will become a
member of the TODAY family this week because
associates Jan. 14 to 18. The program will
work with John Jacobson and Frank Smith on
the program, handling features, comments on
news items that are especially appealing to
women, and generally adding the program's own
of organization and direction to the show.
Working with Miss Smith and with the
Jan. 17, on another special feature, will be
the famous Edith Piaf herself, returning to
another engagement after their previous re-
ception on "Today" during Christmas week.
Miss Smith will accompany the "Today"
group to Florida the week of Jan. 19, and
will not return on other days the week.
will be during the week, called up to
continue and maintain of the show.
"Today" is seen on NBC-TV every morning
Friday from 7-9 a.m., 10-12 a.m., and 2-
3 a.m., EST.

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NBC'S BEN GRAUER TO RECEIVE 'MAN-OF-THE-YEAR' AWARD
OF METROPOLITAN CONFERENCE OF TEMPLE BROTHERHOODS

Ben Grauer, NBC's noted announcer, commentator and moderator, will be presented with the Annual Man-of-the-Year Award of the Metropolitan Conference of Temple Brotherhoods at a banquet at the Hotel Delmonico in New York City Jan. 20.

In addition, he will receive a special citation from the Jewish Chautauqua Society, an educational branch of the Metropolitan Conference.

The Man-of-the-Year Award goes to Grauer for being an outstanding pioneer broadcaster. He follows in the footsteps of such other personages to receive the award as Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NEC, Bernard Baruch, the famed elder statesman; Arthur Hays Sulzberger, President and Publisher of The New York Times, and former Secretary of the Treasury Henry Morgenthau.

Grauer's winning of the Chautauqua Award is based on his narration of the society's television film, "Let There Be Light," a documentary of the group's activities.

Grauer, described by the National Academy of Vocal Arts as "the most authoritative voice in the world," has been with NBC for a quarter century and has reported such varied events as the Lindbergh kidnapping, the National Open Golf Tournament and a United Nations Security Council meeting and has narrated Prokofiev's "Peter and the Wolf" with the NBC Symphony.

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NBC-New York, 1/5/55

THE NEW YORK PUBLIC LIBRARY, ASTOR LENOX TILDEN FOUNDATION

will be presented with the Annual Report of the

Library, and the Annual Report of the

Library, and the Annual Report of the

In addition, it will receive a special

Jewish Christmas Bazaar, an important

Conference.

The Plan of the Year is to go to

standing alone, and to go to

other persons to receive the

Chairman of the Board of

after the year, and to go to

The New York Public Library, and

Library.

General's mission of the

mission of the mission is to go to

a document of the group's

General, and to go to

"the most authentic source of the

quarter century, and has

Library, the National

Library, and the National

with the New York

January 5, 1955

THERE'S A BIG 'HOWDY DOODY' GREETING AWAITING BOB SMITH

WHEN HE RETURNS TO HIS NBC-TV SHOW MONDAY, JAN. 17

Bob Smith, the beloved "Buffalo Bob" of NBC-TV's HOWDY DOODY, will return to the program Monday, Jan. 17 after an illness of four months.

He will find many new "live" and puppet friends on the program to welcome him back, and at home before their television sets will be millions of youngsters who have been following his recovery with as much interest as if he were a member of their own family.

Among the new "live" characters on the program that Bob will meet are "Bison Bill" (Ted Brown) and the Tinka Tonka Princess (Gina Ginardi). The new puppet creations who have made their appearance in his absence are Mambo, the dancing elephant; Tootle the Turtle, Paddle the Gnu, Tizzy the Dinasauro, Hyde and Zeke, the twin bears, and The Beaver.

Smith, still not able to make the long trip between NBC's studios in the RCA Building and his home in New Rochelle, N.Y., will be picked up by a camera placed in his home. These "remotes" will be integrated into the daily program (Monday through Friday, 5:30-6 p.m., EST).

The studio he will use at his home is the same one he used when he first entered radio in 1947 and broadcast an early morning program.

-----O-----

January 2, 1952

THERE'S A BIG 'MONEY BOOY' GREETING! WAITING FOR SMITH

WHEN HE RETURNS TO HIS TV SHOW MONDAY, JAN. 13

Bob Smith, the beloved "Mystery Bob" of NBC-TV's "MONEY BOOY",

will return to the program Monday, Jan. 13 after an illness of four

months.

He will bring with him "live" and puppet friends on the

program to welcome him back, and as he returns to the television scene

will be millions of youngsters who have been following his recovery

with as much interest as if he were a member of their own family.

Among the new "live" characters on the program that Bob will

meet are "Miss Hill" (Ted Brown) and the "Mystery Friends" (John

Amend).

The new puppet characters who have made their appearance in

his absence are Mumbo, the dancing elephant; Tootie the toad;

and the beaver.

Smith, still not able to make the long trip between New

York and his home in New Rochelle, N.Y., will

be picked up by a car and placed in his home. These "puppets" will be

integrated into the daily program (Monday through Friday, 5:30-

9 a.m., EST).

The studio he will use at his home is the same one he used

when he first appeared on radio in 1947 and broadcast an early morning

program.

January 5, 1955

DAVE GARROWAY AND HIS NBC FRIDAY SERIES ARE 'TOPS' IN
MOTION PICTURE DAILY-FAME POLL WITH 4 RADIO 'FIRSTS'

- - -

And Dave Gets Title of 'Champion of Champions'

Dave Garroway and his NBC Radio show, FRIDAY WITH GARROWAY, topped the Motion Picture Daily-Fame radio poll for 1954, winning four "firsts" and placing with the top three in another category.

Garroway himself was voted "Champion of Champions," "Best Performer," and "Best Master of Ceremonies." "Friday With Garroway" was voted the "Best Network Program," "Best Variety Program" and one of the three "Best Musical Programs."

The awards were a surprise to Garroway and his producer, Richard Krolik. The show has been on the air a short 10 months and competed in the awards against some of the oldest and most established names and programs in radio. The weekly program is a taped and live potpourri of music, special features and interviews. Garroway has a huge assortment of guests ranging from Bertrand Russell to Duke Ellington.

The program is heard every Friday from 8:30 to 10 p.m., EST.

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January 2, 1935

DAVE GARROWAY AND HIS NBC RADIO SERIES ARE TODAY IN
MOTION PICTURE DAILY-THEIR FIRST WITH A RADIO PRESENTATION

AND DAVE GETS TITLE OF "CHAMPION OF CHAMPIONS"

Dave Garroway and his NBC radio show, which with

GARROWAY, topped the motion picture lists with

hits for 1934, winning four "Emmys" and placing

the top three in another category.

Garroway himself was voted "Champion of Champions"

"Best Personality," and "Best Host of Personality."

"Friday with Garroway" was voted the "Best Program"

Program, "Best Variety Program," and one of the three

"Best Musical Programs."

The awards were a surprise to Garroway and his

promoters, Richard Knell. The show has been on the air

a short 10 months and compared in the awards against

some of the oldest and most established radio and

programs in radio. The weekly program is a good and

live report of radio, giving features and interviews.

Garroway has a large assortment of guests working from

Richard Knell to other celebrities.

The program is heard every Friday from 6:30 to

10 p.m., EST.



TRADE NEWS

January 6, 1955

* *
'COMEDY HOUR' TO VISIT MIAMI BEACH FOR ALL-STAR
FUN-AND-MUSIC VACATION SHOW FROM LAVISH HOTEL

Merriment and music in a setting of soft, Southern breezes with the luxurious appointments of the newest and most lavish hotel in Miami Beach for a locale, brings a Florida vacation to Colgate COMEDY HOUR viewers Sunday, Jan. 16 (NBC-TV, 8 p.m., EST).

Singing host Gordon MacRae has assembled a gay-spirited star-array for the occasion -- Patti Page, the platter pet of millions; funmakers Jack Carter and Gene Sheldon; the maddest instrumental trio in show business, the Vagabonds; the torrid songs and music of the Lacuona Cuban Boys with Nelle Castelle, and Carmen Dragon's Orchestra to top it all.

The entire 60 minutes will be staged around the pool and grounds of the new Hotel Fontainebleau (opened Dec. 19) in Miami Beach, largest in the area and reportedly a \$15,000,000 vacation edifice.

As a special "Comedy Hour" feature, producer-director Jim Jordan Jr. and assistant producer George Habib are scheduling a water ballet in the hotel's spacious pool, along with fancy swimming and diving exhibitions.

-----O-----



COLOR TELEVISION NEWS

A SERVICE OF

LORNE GREENE REPLACES AILING BRODERICK CRAWFORD
IN ROLE OF MAJOR WALTER REED FOR 'YELLOW JACK'

Lorne Greene today replaced Broderick Crawford in the role of Major Walter Reed on "Yellow Jack," the PRODUCERS' SHOWCASE telecast for Monday, Jan. 10 in compatible color and in black and white (NBC-TV, 8-9:30 p.m., EST). Crawford is suffering from a throat ailment.

Greene was on Broadway last season with Katharine Cornell in "The Prescott Proposals." A Canadian, he has been preoccupied with the drama extensively in his native land. He founded the Jupiter Theatre, Canada's first native legitimate theatre company. While acting with the Dominion Drama Festival, Greene was selected for a two-year fellowship with the Neighborhood Playhouse in New York. Announcing and acting on TV, including a video version of Orwell's "1984," have kept him busy in Manhattan.

The "Yellow Jack" cast is headed by 10 stars and four well-known featured players.

-----O-----

NBC-New York, 1/6/55

R.L. SWATS JR. NAMED DETROIT MANAGER OF NBC RADIO SALES;
VOLUME OF MOTOR CITY BUSINESS PROMPTS NEW NETWORK POST

FOR RELEASE A.M., MONDAY, JAN. 10

R.L. "Bud" Swats Jr. has been appointed to the newly created post of manager of Radio Network Sales in Detroit, it was announced today by Fred Horton, director of Radio Network Sales for the National Broadcasting Company.

The appointment marks the first establishment of a separate radio network sales representative in the motor city since the NBC Radio Network was organized as a separate entity more than a year and a half ago, and was made in order to service the increasing number of clients and agencies in the Detroit area with a full-time radio staff unhampered by the demands of television.

Swats, who has been promoted from the position of account executive for the NBC Radio Network Central Division in Chicago, started in the advertising business in 1936 with the Blackett-Sample-Hummert advertising agency in Chicago. During his six years at the agency, he managed the Testimonial and Publicity Departments. His work took him all over the United States on national campaigns for General Mills, the Pullman Company, Parker Pen, Procter & Gamble, the Wander Company and others.

He left Blackett-Sample-Hummert to head up the Chicago office of Radio Advertising Corporation, station representatives, and returned to this position after serving two years in the Army. In 1946 he joined Crowell-Collier Publishing Company where he was an Account Executive on Collier's until coming to NBC in 1952.

-----O-----

NBC-New York, 1/6/55

RELEASE A.M., MONDAY, JAN. 10

A.L. "Bud" Swartz Jr. has been appointed to the newly created
post of manager of Radio Network Sales in Detroit, it was announced
today by Fred Horton, director of Radio Network Sales for the National
Broadcasting Company.

The appointment marks the first establishment of a separate
radio network sales representative in the motor city since the NBC
radio network was organized as a separate entity more than a year and
half ago, and was made in order to service the increasing number of
stations and agencies in the Detroit area with a full-time radio staff
represented by the demands of television.

Swartz, who has been promoted from his position of assistant
manager for the NBC Radio Network Central Division in Chicago,
entered in the advertising business in 1936 with the Blackett-Sampson
advertising agency in Chicago. During his six years at the
agency, he managed the testimonial and publicity department. His work
on his all over the United States on national campaigns for General
Electric, the Pullman Company, American Airlines, United Fruit, the
Keweenaw and others.

He left Blackett-Sampson in 1942 to head up the Chicago office
of Radio Advertising Corporation, a radio representative, and returned
to this position after serving two years in the army. In 1946 he
joined Crossley-Griffin advertising company where he was an account
executive on General Electric's small account to him in 1952.

FIVE FEATURE-PACKED DAYS IN CHICAGO PRECEDE

'HOME'S' VISIT TO SAN FRANCISCO JAN. 10-14

CHICAGO, JAN. 6 -- Marking the first time in network television that a program has devoted five complete broadcasting hours to depicting the flavor and atmosphere of life in a particular city, NBC-TV's HOME program will conclude its week in Chicago on Friday, Jan. 7 (11 a.m.-12 noon, EST). Before moving on to San Francisco, a number of special features will be seen on this day including three special segments which will originate from Milwaukee.

Arlene Francis will show "Home" viewers some of the latest fashions in furs and how a fur coat is made during the program on Friday when she will be the guest of the fur industry at their annual Winter convention in Milwaukee. She will also interview Merrill Richardson, marketing consultant for the Wisconsin Department of Agriculture on that state's famous cheese industry. Bretta Griem, cooking expert from station WTMJ in Milwaukee will demonstrate how to make a cheesecake.

From Chicago, interior decorator Paul MacAlister will show furniture for apartment living and a "scale-up nursery" showing children's furniture in full adult size so that it may be seen exactly as it looks through children's eyes.

Some of the points of interest in and around Chicago that "Home" viewers have seen this week have been the openings of the two big annual furniture shows at the Merchandise Mart and the American Furniture Mart, a visit to the famous Chicago Stockyards and the Stockyards Inn, a glimpse of suburban life in Evanston (Ill.), a view

(more)

of the men's Tavern Club, coverage of Chicago's "back yards" slum clearance project, and a visit to Carson Pirie Scott, one of the city's leading department stores.

Among the distinguished Chicagoans who appeared on the program were Professor Harold C. Urey, Nobel prize winner and distinguished service professor of chemistry at the University of Chicago; Karl Shapiro, Pulitzer prize poet and editor of Poetry Magazine; Chaplain Walter Wagoner of Northwestern University, Wagner Schlesinger, director of the Adler Planetarium in Chicago; Peter Pollack, of the Chicago Art Institute; Ben Aronin, student of world religion; Wallace Ollman, general manager of the Merchandise Mart, and General Lawrence Whiting, head of the American Furniture Mart.

Following the telecast on Friday, the cast and all remaining members of the production crews will leave for San Francisco to prepare for five daily hour programs beginning Monday, Jan. 10, dealing in similar fashion with life in that city.

-----O-----

NBC-New York, 1/6/55

of the New York Times, coverage of Chicago's "Black Power" slogan
launched project, and a visit to Jackson High School, one of the
city's leading segregated schools.

Among the distinguished Chicagoans who appeared on the
program were Professor Harold C. Urey, Nobel prize winner and
distinguished service professor of chemistry at the University of
Chicago, Karl Shapiro, Pulitzer prize poet and editor of Poetry
magazine, Chaplain Walter Ragoner of Northwestern University, Mayor
Richard Daley, director of the Urban Planning Institute in Chicago, Peter
Calkins of the Chicago Art Institute, Ben Abroms, president of
World Religion, William Gilman, general manager of the International
Harvest, and General Lawrence Sanders, head of the American Veterans
League.

Following the broadcast on WGN-TV, the city and all remaining
members of the production crew will leave for San Francisco to
prepare for five daily hour programs beginning Monday, Jan. 10,
beginning in similar fashion with 10:00 in that city.

NEW YORK, N.Y.

TV CONTINUITIES FIRST USED ON NBC PROGRAMS ACCOUNT FOR
28 OUT OF 35 IN NEW FOLIO OF ARMY 'SHOP SCRIPTS'

Video scripts adapted from shows first presented over NBC-TV comprise 28 of a total of 35, selected from all video networks, in folio No. 4 of the Soldiers' Shop Scripts put out recently by the Department of the Army for the use of Armed Forces in this country and all over the world.

According to William W. Parish, supervisor of public service programs for NBC, the scripts in the handbook are condensed and partly rewritten from programs that have been presented on top comedy and variety shows, with full credit to the sources and no copyright infringements. The plays are for the exclusive use and entertainment of Armed Forces personnel, thus reaching a potential audience of millions, including many people out of reach, geographically, of TV reception..

Acknowledgment of NBC's contribution not only appears in the handbook but in a letter from Maj. Gen. John A. Klein to Mr. Parish, which states, in part: "This office wishes to express its appreciation for the splendid cooperation you have afforded the Armed Forces script project."

-----O-----

JACK CARSON'S OWN THEME SONG PUT ON DISC

"If You Cared," the theme song of the JACK CARSON SHOW, (NBC-TV, every fourth Friday, 8 p.m., EST), has been recorded by singer Bobby Milano. It will be released shortly.

The song was written by Jack Carson in collaboration with orchestra leader Roy Chamberlain and writer Tom Adair. Although Jack has written many comedy numbers for his personal appearances, this is the first to be recorded as it is for singer Milano.

-----O-----

NBC-New York, 1/6/55

TV CONTINUES WITH NEW TV PROGRAM ACCOUNT FOR
28 OUT OF 30 IN NEW YORK CITY AREA

Video script editor, from whom script material is
V. computer 30 or 40% of the total, is also responsible for
No. 4 of the 30% script material and one percent of the 30-
partment of the Army for the use of script material in this country and
all over the world.
According to William A. Hansen, supervisor of public service
programs for IBM, the script in the handbook is condensed and partly
rewritten from programs that have been produced on tape and
early shows. With full credit to the author and no copyright in-
fringement. The book is not a collection of and not a collection
of Anne's letters. It is a book of potential readers of
letters, including many people who are not, geographically, in the
reception.

Acknowledgment of IBM's contribution not only appears in the
handbook but in a letter from IBM, dated A. Hansen to the Editor,
which states, in part: "This letter is a letter to the author's
tion for the public's contribution to the book, the book is
script project."

JACK CARSON'S OWN THING COME OUT OF IT

"If You Can," the third book of the JACK CARSON series,
(ABC-TV, every fourth Friday, 8 p.m., 1955), has been recorded by
Singer Bobby Miller. It will be released shortly.
The book was written by Jack Carson in collaboration with
orchestra leader Ray Channing and writer Tom Allen. Although Jack
has written many comedy numbers for the past few years, this is
the first to be recorded as a singer.

THE NEW YORK TIMES



TELEVISION NEWS

A SERVICE OF



January 7, 1955

NBC ANNOUNCES PURCHASE OF UHF STATION WKNB-TV AND RADIO STATION WKNB IN NEW BRITAIN, CONN.

The National Broadcasting Company announced today the purchase, subject to Federal Communications Commission approval, of The New Britain Broadcasting Company, which operates television station WKNB-TV and radio station WKNB in New Britain, Connecticut.

Sylvester L. Weaver, Jr., President of NBC, said the purchase agreement had been completed under the recent FCC rules amendment permitting networks, and others, to own two ultra high frequency stations in addition to five very high frequency stations. Station WKNB-TV operates on Channel 30, in the UHF band.

"When the transfer of ownership is completed, WKNB-TV will become a basic station of the NBC television network," Mr. Weaver said. "It is our intention to strengthen our new station -- and through it, UHF television -- by installing a million-watt transmitter, the maximum power attainable in the present state of the broadcasting art."

Mr. Weaver said that the full resources of NBC would be placed behind WKNB-TV to "develop an ultra high frequency service which will be as nearly comparable as possible to the service rendered by stations in the VHF channels."

(more)

"We look forward to this opportunity to bring an expanded NBC broadcast service to the people of New Britain, Hartford and the Connecticut Valley," Mr. Weaver said.

The purchase of radio station WKNB and television station WKNB-TV, the NBC President reported, will bring to six the number of radio and television outlets owned by the National Broadcasting Company. FCC rules permit maximum ownership of seven radio and television stations each by single licenses.

Mr. Weaver pointed out that NBC in association with RCA pioneered the development of UHF television by building near Bridgeport, Conn., in 1949, the world's first UHF television station which offered a regular program service in the UHF band. That experimental station, the NBC President continued, pointed the way to the development of commercial UHF transmitting equipment and provided a field testing ground for early UHF receivers and receiving antennas. The Bridgeport station has been recognized in the industry as the "nursery of UHF." Experience which NBC gained in the two years it operated the station was shared with the FCC and the entire industry.

-----O-----

NBC-New York, 1/7/55



TRADE NEWS

January 7, 1955

PLYMOUTH TO SPONSOR 94 NBC 'NEWS CARAVAN' TELECASTS IN 1955

- - -

Schedule Calls for Wednesday and 3 Out of 4 Monday Programs;

Camel Continues as Series' Sponsor for All Other Dates

Plymouth Division of the Chrysler Corporation of Detroit has bought 94 fifteen-minute news programs -- PLYMOUTH NEWS CARAVAN -- on NBC-TV for 1955.

The "Plymouth News Caravan" (7:45-8 p.m., EST) is telecast each Wednesday, and will be presented three out of four Mondays, beginning Jan. 17. The program features the noted newscaster, John Cameron Swayze.

R.J. Reynolds Tobacco Company of Winston-Salem, N.C., will continue sponsorship of "Camel News Caravan," with Mr. Swayze, every fourth Monday, beginning Jan. 10, and every Tuesday, Thursday and Friday, 7:45-8 p.m., EST.

The agency for Plymouth is N.W. Ayer & Son, Inc., of New York. The NBC account executive is Walter Gross.

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THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO, CHICAGO, ILL., U.S.A.

THE UNIVERSITY OF CHICAGO, CHICAGO, ILL., U.S.A.

THE UNIVERSITY OF CHICAGO, CHICAGO, ILL., U.S.A.

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THE UNIVERSITY OF CHICAGO, CHICAGO, ILL., U.S.A.

THE UNIVERSITY OF CHICAGO, CHICAGO, ILL., U.S.A.

THE UNIVERSITY OF CHICAGO



color television presents

A MAX LIEBMAN PRODUCTION

REHEARSALS FOR 'NAUGHTY MARIETTA' PROCEED AT BRISK, GAY PACE;
SCENES AND MUSICAL NUMBERS LISTED FOR NBC SPECTACULAR
OF SATURDAY, JANUARY 15 (9 TO 10:30 P.M., EST)

Preparations for the Max Liebman colorcast of NAUGHTY MARIETTA (NBC-TV, Saturday, Jan. 15, 9 to 10:30 p.m., EST) are proceeding at a gay and brisk pace.

Marietta (Patrice Munsel) is trilling "The Italian Street Song" in one room, Governor LeGrange (John Conte) is wickedly plotting to marry Marietta in the next room as his sweetheart Yvonne (Gale Sherwood) protests heatedly, and the members of the gypsy troupe practice the finer points of tambourine shaking in yet another room.

All this activity takes place at the Max Liebman rehearsal studios on 56th Street in New York City. Even without the aid of costumes and makeup, the atmosphere is as gay and tuneful as even Victor Herbert could have wished. The separate portions of the Herbert operetta will not be assembled in final form until the Wednesday before the Spectacular is presented. At that time, all the performers will emerge from their individual practice rooms to let the pieces of the production fall into place like a jigsaw puzzle -- dancing, singing and acting.

At present, the plans for the production running order (subject to change) are as follows:

(more)

2 - 'Naughty Marietta'

ACT I.

1. FOREST
"TRAMP, TRAMP, TRAMP"
Dick and soldiers
2. NEW ORLEANS TOWN SQUARE
Dick, Soldiers, Girls
3. GAMBLING HOUSE
Louis, Rochet, Etienne,
Yvonne, bus boy

"LOVE OF NEW ORLEANS"
Etienne, Dick, Louis, Yvonne,
soldiers, extras
4. DECK OF CASQUETTE SHIP
Marietta, Lizette, Sailor, 1st girl,
second girl.

"NAUGHTY MARIETTA"
Marietta
5. VILLAGE SQUARE
Casquette girls, men, extras

"BALLET"
Casquette girls and men

Captain of Ship, Dick, Sailor,
Marietta, 1st ranger

"NEVER NEVER CAN BE LOVE"
Dick, Marietta

ACT II.

1. OFFICE GOVERNOR'S PALACE
Yvonne, Etienne, Butler,
Captain

"'NEATH THE SOUTHERN MOON"
Yvonne, Etienne
2. GYPSY CAMP
Rudolfo

"PUPPET BALLET"
Bambi Linn and Rod Alexander

Dick, Rudolfo, Marietta

(more)

CT I.

1. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
2. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
3. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
4. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
5. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"

CT II.

1. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
2. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
3. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
4. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
5. "THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"
"THEY ARE THE ONLY ONE"

3 - 'Naughty Marietta'

ACT II. (Cont'd)

2. (Cont'd)

"FALLING IN LOVE WITH SOMEONE"
Dick, Marietta

Marietta, Dick, Rudolfo,
Etienne, Captain

"ITALIAN STREET SONG"
Marietta

Etienne, Yvonne, Dick, Rudolfo,
Marietta

"MARRY A MARIONETTE"
Etienne (Puppet stage)

Etienne, Marietta, Dick

ACT III.

1. NEW ORLEANS TOWN SQUARE
Town Crier

"CELEBRATION DANCE"
Production Number

2. GOVERNOR'S OFFICE OR ROOM IN MANSION
Yvonne, Marietta

"LIVE FOR TODAY"
Yvonne, Marietta

3. BALLROOM OF GAMBLING CASINO

"BIG WALTZ"
Production Number

Butler, Etienne, Dick,
Rangers, Marietta

4. PUBLIC SQUARE
DUEL SCENE
Dick, Etienne

5. BALLROOM OF GAMBLING CASINO
Etienne, Marietta, Dick, Yvonne

"AH, SWEET MYSTERY OF LIFE"
Dick, Marietta

The compatible color telecast of "Naughty Marietta" may be seen on standard sets in black and white. As many as 37,475,000 viewers have tuned in past Spectaculars.

-----O-----

NBC-New York, 1/7/55

January 7, 1955

NOTED PERSONALITIES OF SHOWBUSINESS WILL HONOR MEMORY OF
GERTRUDE LAWRENCE IN SPECIAL NBC RADIO PROGRAM JAN. 23

(Gertrude Lawrence, the Cockney-born actress who won the adoration of playgoers throughout England and America until her tragically premature death in 1952, ^{will} be the subject of a special radio program presented by NBC News on Sunday, Jan. 23 (7-7:55 p.m., EST).

Miss Lawrence herself will be heard with Noel Coward in recorded excerpts from "Private Lives," "Shadow Play," and "Red Peppers." The greater part of the show will be given over to reminiscences by Bea Lillie, Oscar Hammerstein II, Mary Margaret McBride, songwriter Johnny Green, New York Post columnist Leonard Lyons, and producers Andre Charlot and Vinton Freedley.

Bea Lillie will tell how she herself fell from a horse and gave Miss Lawrence, then her understudy, the big break that started her on the road to success. She will tell, too, of the time she and Miss Lawrence were fired from a show. Andre Charlot, who produced the show and fired the girls, will tell why. Hammerstein will discuss working with Miss Lawrence during the production of "The King and I."

Mary Margaret McBride conducted a memorable interview with Miss Lawrence a few years back and that interview will be played on the program. Leonard Lyons will relate anecdotes compiled from the wealth of adventures that filled Miss Lawrence's life.

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TRADE NEWS

A SERVICE OF



January 10, 1955

EIGHT TOP PLACES AWARDED NBC STARS AND PROGRAMS IN NATIONAL EDITORS' POLL BY RADIO-TELEVISION DAILY

- - -

George Gobel's Rise Termed 'Most Notable Aspect of 1954'

THE GEORGE GOBEL SHOW, which was launched on the NBC-TV Network only last October, has been voted the "TV Comedy Show of the Year" in a poll of the nation's radio and television editors, conducted by Radio-Television Daily. Seven other top places in the poll went to NBC performers and programs.

Radio-Television Daily said that "the most notable aspect of 1954 is the rise of George Gobel, NBC-TV comedian." Other major awards won by Gobel include the Sylvania Television Award and the Look TV Award.

The Radio-Television Daily poll also elected these other NBC shows and stars:

YOUR HIT PARADE, "Musical Show of the Year, Television."

THREE, TWO, ONE ... ZERO, the story of the atomic bomb, as the "Documentary of the Year, Television."

LUX RADIO THEATRE, as "Radio's Top Dramatic Show."

(more)

2 - 'Radio-Television Daily Poll'

THE CHURCHILL BIRTHDAY SALUTE, as the "Documentary
of the Year, Radio."

GROUCHO MARX - YOU BET YOUR LIFE, as "Quiz Show
of the Year, Radio."

DINAH SHORE, as "Vocalist of the Year, Television."

MEL ALLEN, as "Sportcaster of the Year, Television."

-----O-----

NBC-New York, 1/10/55

THE UNIVERSITY OF CHICAGO PRESS, 55 EAST TEMPLE STREET

CHICAGO, ILL., U.S.A.

1954

OF THE YEAR, 1954

OF THE YEAR, 1954

OF THE YEAR, 1954

1954

A NEW NIELSEN 'HIGH' SCORED BY PINKY LEE

Pinky Lee, the versatile little comic whose NBC-TV show is seen Monday through Friday at 5 p.m., EST, has reached a new high in popularity, according to the latest Nielsen report.

THE PINKY LEE SHOW received a 14.4 rating in the most recent survey and is now seen in 3,030,000 homes. The show was introduced on the air exactly a year ago.

-----O-----

BERMUDA RESCUE FILMS DEVELOPED AND PUT ON 'NEWS CARAVAN'
WITHIN AN HOUR OF ARRIVAL AT NEW YORK AIRPORT

NBC News staffers probably set some kind of speed record Thursday night (Jan. 6) in processing their films of the rescue of 10 fishermen near Bermuda.

The films, shipped by plane by Bermuda Newsman Jerome Hollis, reached La Guardia Field, New York, at 6:53 p.m., EST. They arrived at NBC headquarters at 7:20 p.m. At 7:30 they went into NBC's special rapid developer -- and at 7:53 they appeared on CAMEL NEWS CARAVAN.

-----O-----

NBC-New York, 1/10/55



SPOT SALES

News

NBC SPOT SALES SHIFT EXECUTIVE PERSONNEL IN DETROIT AND CHICAGO

Two executive changes at NBC Spot Sales in Detroit and Chicago were announced today by George Dietrich, national radio manager of the sales representative organization.

Effective Jan. 17, Paul Mensing will become radio manager of the Central Division of NBC Spot Sales in Chicago. Mensing was formerly radio manager of the Detroit office of NBC Spot Sales.

William B. Buschgen, formerly a radio account executive in the New York offices, moves to Detroit to replace Mensing as radio manager there.

Mensing has been with NBC Spot Sales since October, 1952. He joined the organization as an account executive in its Chicago office. In March, 1953, he was promoted to radio manager of NBC Spot Sales in Detroit. Before joining NBC Spot Sales, Mensing was a sales executive with the H.I. Christal Company and with the Crosley Broadcasting Corporation.

Buschgen has been with NBC Spot Sales in New York since 1946. He joined NBC in 1938 as a page and has worked in NBC network research and in NBC Sales Traffic. He enlisted in the Army in December, 1941, and was discharged in April, 1946 as a captain in the Signal Corps. Buschgen served in Italy during World War II. He

(more)

2 - NEC Spot Sales Shift

was recalled to active duty in the Army as commander of the NBC Reserve unit in 1951 and served for 19 months in Germany.

H.W. Shepard, new business and advertising manager of NBC Spot Sales, also announced that Sallie Wareham has joined his department as production supervisor. Miss Wareham was formerly suburban advertising production manager of Lord and Taylor, the New York department store.

-----O-----

NBC-New York, 1/10/55



color television presents

A MAX LIEBMAN PRODUCTION

CREDITS FOR MAX LIEBMAN'S SPECTACULAR, 'NAUGHTY MARIETTA'

PROGRAM: NAUGHTY MARIETTA

TIME: NBC-TV, Saturday, Jan. 15, 9 to 10:30 p.m., EST -- in compatible color and in black and white.

STARS: Patrice Munsel, Alfred Drake

CAST: John Conte, Gale Sherwood, Bambi Linn, Rod Alexander, Don Driver, Robert Gallagher, William Le Messena, Singers, Dancers, Extras

PRODUCER-DIRECTOR: Max Liebman

ASSOCIATE PRODUCER
DIRECTOR: Bill Hobin

BOOK DIRECTOR: Milton Lyon

WRITERS: William Friedberg, Fred Saidy, Neal Simon, Will Glickman and William Jacobson

CHOREOGRAPHER: Rod Alexander

ART DIRECTOR: Frederick Fox

COSTUMES: Paul du Pont

CHORAL DIRECTOR: Clay Warnick

MUSIC DIRECTOR: Charles Sanford

ORCHESTRATIONS: Irwin Kostal

NBC SUPERVISOR: Hal Janis

ASSISTANT TO THE
PRODUCER: Max Siegel

-----O-----

NBC-New York, 1/10/55



C O L O R T E L E V I S I O N N E W S

A SERVICE OF



OVERFLOW CROWD ATTRACTED TO NEW YORK PUBLIC DEBUT
OF BIG-SCREEN COLOR TV AT RCA EXHIBITION HALL

Big-screen color television made its public debut in New York last night (Monday, Jan. 10) on RCA 21-inch color receivers.

More than 650 persons, flanked by seven policemen, massed at the RCA Exhibition Hall on 49th Street to view NBC-TV's 90-minute color Spectacular, "Yellow Jack."

The PRODUCERS' SHOWCASE program was seen on six sets strategically placed on the main floor and in the Johnny Victor Theatre on the lower level.

The picture on the big screens was clearly visible for 75 feet and drew a large crowd of passersby outside the hall. The crowd began congregating at 5:30 p.m. for the 8 o'clock (EST) show.

Public demonstrations of the new RCA 21-inch sets in other cities have drawn overflow crowds. RCA, pioneer of compatible color TV, introduced the new color set to the industry last Fall.

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NBC-New York, 1/11/55

PILOT FILM OF 'MY MAN SING,' COMEDY SERIES STARRING
PAT CROWLEY AND JOE WONG, GOES INTO PRODUCTION

Cameras began rolling last week on the pilot film of "My Man Sing," a new NBC-TV situation comedy series produced by Matthew Rapf and starring Pat Crowley and Joe Wong.

The new show, being filmed by Dynasty Productions on the Hal Roach lot in Hollywood, tells the story of an office girl (Miss Crowley) who is left with a Chinese house boy (Wong) when a friend goes on vacation, and the predicaments that arise.

The show is based on a character created by Joseph Harrington.

Other regulars in the cast include Roy Roberts, Bernedette Whitehead and Dee Pollack. Also appearing in the pilot film are Ron Randell, Joan Shawlee and Craig Hill.

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AN NBC-TV AND RADIO PROGRAM

SENATOR McCLELLAN TO 'MEET THE PRESS'

Senator John L. McClellan, (D-Ark.) the man who will replace Senator Joseph McCarthy as chairman of the Senate Permanent Subcommittee on Investigations, will MEET THE PRESS Sunday, Jan. 16 (NBC-TV, 6 p.m., EST; NBC Radio, 10:30 p.m., EST).

He will be interviewed by Lawrence Spivak, owner-producer and permanent panel member of "Meet the Press"; May Craig of the Portland, Maine, Press Herald; Philip Dodd of the Chicago Tribune, and Jack Steele of Scripps-Howard. Ned Brooks will moderate.

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NBC-New York, 1/11/55

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THE UNIVERSITY OF CHICAGO PRESS

CHICAGO, ILL. 60637

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COLOR TELEVISION NEWS

A SERVICE OF 

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NBC COLOR TELECASTS FOR WEEK

(Jan. 16-22, NBC-TV Network including WRCA-TV)

Wednesday, Jan. 19

7-7:30 p.m., EST -- NORBY, starring David Wayne with Joan Lorring. Tonight: the "Picnic Tree" episode of this new situation comedy series on 35mm color film. Wayne, as small-town banker Pearson Norby, saves the town's favorite picnic spot from being destroyed to make way for a new motel.

The series is sponsored by the Eastman Kodak Company.

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NBC-New York, 1/11/55



TRADE NEWS

A SERVICE OF



January 12, 1955

ROBERT W. SARNOFF, EXECUTIVE VICE PRESIDENT OF NBC,
TO ADDRESS ALLENTOWN-BETHLEHEM (PA.) SALES CLUB

Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company, will address the Allentown-Bethlehem Sales Executives Club in Allentown, Pa., Monday, Jan. 17.

Mr. Sarnoff will discuss "Networks: Their Performance and Their Promise," at a dinner meeting at the Lehigh Valley Club.

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NBC'S W.R. McANDREW RENAMED TO PRESIDENT'S
COMMITTEE TO AID THE HANDICAPPED

William R. McAndrew, director of news for NBC, has been reappointed to membership in President Eisenhower's Committee on Employment of the Physically Handicapped, it was announced by Earl Bunting, chairman of the executive committee.

The committee is authorized by Congress to further the observance of the first week in October as "National Employ the Physically Handicapped Week" and to enlist the cooperation of public and private groups in a full year program to promote the hiring of the handicapped.

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LABOR SECRETARY MITCHELL CONGRATULATES 'WEEKEND'
FOR PROGRAM ON BOYS WORKING IN BOWLING ALLEYS

Secretary of Labor James P. Mitchell has congratulated the producers of NBC Radio's WEEKEND for its Jan. 2 program dealing with the hazards affecting youngsters who work in bowling alleys.

He wrote: "I was pleased that your radio program, 'Weekend,' devoted part of its Jan. 2 time to the subject of pin-setters in bowling alleys and the industry's efforts to improve conditions for these boys. 'Weekend's' article surely helped to make bowlers more aware of the boy who serves them. I feel confident also that it will encourage bowlers to bowl where proprietors are assuming their responsibilities as good employers."

"Weekend" is broadcast Sunday, 3 to 5 p.m.,
EST.

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PAUL ARCHINARD HEADS ANGLO-AMERICAN PRESS ASSOCIATION

Paul Archinard of NBC News' Paris Bureau has been elected president of the Anglo-American Press Association.

The association broke a 48-year tradition to elect a president who was neither British nor American-born. Archinard was born in France. He has been with NBC since 1939.

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NBC-New York, 1/12/55

IN SENATE, JANUARY 10, 1901.
REPORT OF THE

COMMISSIONERS OF THE LAND OFFICE,
IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE
MAY 1, 1899, CONCERNING THE LANDS BELONGING TO THE STATE.

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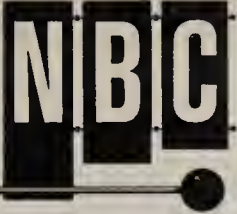
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TRADE NEWS

A SERVICE OF



January 13, 1955

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| 'TODAY' IS NOW A THREE-YEAR-OLD; |

| SHOW BURSTS OUT WITH VERSES BOLD |

* ————— *

MIAMI BEACH, FLA., JAN. 13 -- Dave Garroway and his TODAY crew mark their third anniversary tomorrow (Friday, Jan. 14), an event they have been celebrating all week long in the sunshine of Miami Beach.

This week's telecasting from the South has been considered sufficient cognizance of the event, but just to be sure that the day itself does not pass by unnoticed, "Today" managing editor Gerald Green and writer Tom Naud have composed a special anniversary song for the occasion.

The ditty will be sung on Friday's show by Calypso Eddie and his band. You can imagine the tune if you've ever heard Calypso. The lyrics go like this.

In Nineteen Hundred and Fifty-Two
Mr. Pat Weaver said to you
Put on a program at Seven A.M.
And all the critics laughed at him.

CHORUS

Dave Garroway, Dave Garroway
Your program today is age three
Dave Garroway, Dave Garroway
You're the tops of morning TV.

(more)

You needed assistance on your show
So you found a very likable shmoe
He can play the trombone or sing a song
But his football selections are always wrong.

In Nineteen Hundred and Fifty-Three
You hired a baby chimpanzee
All the critics laughed and laughed again
But now Mr. Muggs makes more than them.

To read the news and be very fair
You hired a gentleman named Frank Blair
The ladies all loved his dimples and curls
But at home he has seven boys and girls.

In Nineteen Hundred and Fifty Four
You brought in dollars by the score
There were sponsors from everywhere under sky
From Cadillac cars to pizza pie.

There are many many others on your show
On behalf of all them we want you to know
They regard you as a wonderful guy
And we better stop now or you're going to cry.

Now in Nineteen Hundred and Fifty-Five
At the age of three you are much alive
You've added another chimpanzee
But please Uncle Dave don't try for three.

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NEC-New York, 1/13/55

GEORGE JESSEL IS NARRATOR FOR REVIEW OF HALF CENTURY
OF SHOWBUSINESS ON NBC RADIO

A review of the past 50 years of showbusiness in this country ~~will be~~ broadcast by NBC Radio Sunday, Jan. 16 (NBC Radio network except WRCA, 7-7:55 a.m., EST; on WRCA, 7:30-7:55 p.m.) with George Jessel as narrator. This "living newspaper" of American entertainment, titled "Show Biz - George Jessel," has been recorded for RCA Victor.

Featured in the review ~~will be~~ are the voices of Enrico Caruso, George M. Cohan, Sir Harry Lauder, Morton Downey, Will Rogers, Fanny Brice, Eddie Cantor, George Jessel, Hildegard, Jimmy Durante, Maurice Chevalier, Sophie Tucker, Helen Morgan, Bing Crosby, Ben Bernie, Rudy Vallee, "The Street Singer," Kate Smith, Smith and Dale, Wendell Hall, Cab Calloway, Dinah Shore, Beatrice Lillie, Vaughn de Leath, The Happiness Boys, and others. The review is based on "Show Biz - Vaude to Video," a book by Abel Green and the late Joe Laurie Jr.

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STUDENTS TO INTERVIEW SENATOR CAPEHART

Senator Homer Capehart (R.-Ind.), member of the Senate Banking and Currency Committee, will be the guest on Theodore Granik's YOUTH WANTS TO KNOW program Sunday, Jan. 16 (NBC-TV Network including WRCA-TV; and NBC Radio Network except WRCA, 2:30 p.m., EST; WRCA only, 6:30 p.m., EST). Capehart will be interviewed by a group of Washington, D.C., high school students.

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NBC-New York, 1/13/55

NBC'S DAVIDSON TAYLOR TO BE KEYNOTE SPEAKER AT N.Y.

NEWS WORKSHOP OF AMERICAN WOMEN IN RADIO AND TV

Davidson Taylor, NBC Vice President in charge of Public Affairs, will be the keynote speaker at the all-day "What Makes News?" workshop to be held by the New York City Chapter of American Women in Radio and Television, Saturday, Jan. 15, at the Savoy Plaza Hotel. He will deliver his talk, "Fact and Opinion Broadcasts," at the workshop's luncheon meeting.

Reuven Frank, managing editor of NBC-TV's "Background" program, will be a panel participant in the afternoon session, "News Breaks and Takes."

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NO STUDIO AUDIENCE FOR 'NAUGHTY MARIETTA'

There will be no studio audience for the Saturday, Jan. 15, Max Liebman Spectacular NAUGHTY MARIETTA (NBC-TV, 9 to 10:30 p.m., EST), because of space problems at the Brooklyn, N.Y. studios, and technical difficulties of acoustical feedback.

The floor space will be utilized for the extensive sets required for the colorcast of the Victor Herbert operetta rather than given over in part to seating facilities for studio visitors.

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NBC-New York, 1/13/55

AND ASTOR LENOX TILDEN FOUNDATIONS
155 WEST 42ND STREET, NEW YORK 36, N.Y.

On the occasion of the opening of the new building of the
Library, which will be the largest and most modern in the
city, the following program was arranged for the afternoon of
the 15th of December, 1911. The program was given by the
Library and the University of the City of New York.
The program was given by the Library and the University of the
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The program was given by the Library and the University of the
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THE NEW YORK PUBLIC LIBRARY

The program was given by the Library and the University of the
City of New York.

THE NEW YORK PUBLIC LIBRARY

'THREE, TWO, ONE -- ZERO,' NBC-TELEVISION'S FILM STORY
OF ATOMIC ENERGY, WINS ROBERT FLAHERTY AWARD
FOR 'OUTSTANDING CREATIVE ACHIEVEMENT'

Henry Salomon to ~~Accept~~ Award

FOR RELEASE FRIDAY, JAN. 14

The NBC Television film story of the development of atomic energy, "Three, Two, One -- Zero," has been named the winner of the sixth annual competition for the College of the City of New York's Robert J. Flaherty Award for "outstanding creative achievement" in the production of documentary film.

Henry Salomon, who produced and co-authored the prize-winning film, will accept the award tonight (Friday, Jan. 14) at the annual presentation ceremonies in the auditorium of the Central High School of Needle Trades, New York City. Dr. Buell G. Gallagher, president of City College, will make the presentation. A screening of the prize-winning film will follow.

"Three, Two, One -- Zero" is the first film made for TV to win the Flaherty Award, which is sponsored by the City College's Institute of Film Techniques in cooperation with Cinema 16. More than 150 entries were received in 1954 from all parts of the world, according to Professor Hans Richter, director of the City College's Institute of Film Techniques, who announced the award.

Professor Richter reported that this year's winner was called an "outstanding documentary of our times, in form and content, particularly noteworthy because of its comprehensive and creative narration."

(more)

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2 - 'Three, Two, One -- Zero'

Last year's winner of the international competition, named in honor of the late pioneer documentary film producer, was the British-made documentary, "The Conquest of Everest." Other winners have included "The Titan," "The Quiet One" and "Guernica."

This year's films were judged by a panel consisting of Richard Griffith, curator of the Museum of Modern Art's film library, New York; Amos Vogel, director of Cinema 16, New York; David Flaherty; Cecile Starr, of the Saturday Review; Joseph Noble of Film Counselors and Co.; Bosley Crowther, film critic of the New York Times; Otis Guernsey Jr., film critic of the New York Herald Tribune; Archer Winsten, film critic of the New York Post; and Arthur Knight, film critic for the Saturday Review and chairman of the Robert J. Flaherty Awards committee.

"Three, Two, One -- Zero" was telecast by NBC-TV Sept. 13, 1954. Salomon, who also made "Victory at Sea," produced "Three, Two, One - Zero" and, with Richard Hanser, wrote the script. Isaac Kleinerman was the film editor. Robert Russell Bennett composed the original orchestral score. Alexander Scourby was the narrator.

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NBC-New York, 1/13/55

ADMIRAL STRAUSS TO SPEAK ON 'MAN'S OPPORTUNITIES
AND RESPONSIBILITIES UNDER FREEDOM'

Adm. Lewis L. Strauss, chairman of the Atomic Energy Commission, will speak on "Man's Opportunities and Responsibilities under Freedom," theme of the American Jewish Tercentenary, in an address to be broadcast by NBC Radio Sunday, Jan. 16 (1-1:30 p.m., EST), from the Washington Hebrew Congregation, Washington, D.C.

The address will be part of the dedicatory ceremonies of the new Temple of the Washington Hebrew Congregation and of the official Washington service of the American Jewish Tercentenary, which marks the 300th anniversary of the first settlement of the Jews in this country. Admiral Strauss is an associate chairman of the Tercentenary.

The broadcast will be recorded earlier in the day for presentation at this time.

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GAIN OF 6,000,000 TV SETS NOTED FOR U.S.

As of Dec. 1, 1954, there were 32,996,000 TV sets in the U.S. according to an estimate released today by Hugh M. Beville, Jr., NBC Director of Research and Planning. This is an increase of over 6,000,000 sets since NBC's Dec. 1, 1953 estimate of 26,973,000.

Preliminary estimates indicate that as of Jan. 1, 1955, TV sets in the U.S. total approximately 33,500,000, of which 90 per cent will be in areas capable of receiving network color programs.

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IT'S HIGHWAY ROBBERY! GUNMEN SNATCH ALLIGATOR (SOME STUFF!) FROM
'TODAY' AIDE, SO LESCOULIE IS WRESTLING WINNER BY DEFAULT

MIAMI BEACH, FLA., Jan. 13 - Dave Garroway's NBC-TV show TODAY went on this morning without the presence of a stuffed alligator which was to have been wrestled by feature editor Jack Lescoulie. The alligator, especially flown in from New York after a day long effort to locate it, was in the hands of three bandits who held up associate producer Louis B. Ames last night on Miami's Biscayne Boulevard.

"Today" had planned a spot for this morning featuring expert wrestling of live alligators, after which Lescoulie was to have pretended to wrestle the dummy version as a gag. Ames, in charge of locating the animal, finally found a 15-foot, tail-thrashing, dummy on wheels in New York and arranged for National Airlines to fly it to Miami Beach last night.

At 1:20 a.m. this morning, Ames unloaded the alligator from the plane. The coffin-like box it had been packed in was too big for his car so Ames put the head in the back seat and the detachable tail in the trunk.

At Biscayne Boulevard and 36th Street, Ames stopped for a red light. A man walked up to the car, stuck his hand, holding a gun, through the window and ordered Ames to open the door. He got in and after cruising around a couple of blocks, picked up two other men, one of whom took over the wheel, driving North on Route 1. The bandits decided to drop Ames near a cement block pressing plant.

(more)

2 - 'Today'

"Take the car and the money but please let me keep the alligator -- I need it for the show tomorrow," said Ames. But the bandits drove off with a new Oldsmobile, \$200 of Ames money and the alligator.

They did return his money clip...after borrowing his handkerchief to wipe their fingerprints from it.

The "Today" show is being telecast from Miami Beach and the Sea Isle Hotel this week. The series will resume from New York Monday, Jan. 17 (Mondays through Fridays, 7-9 a.m., EST and CST; 8-9 a.m., PST).

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NBC-New York, 1/13/55



color television presents

A MAX LIEBMAN PRODUCTION

SINGER EILEEN BARTON AND FUNSTERS PAT CARROLL AND BUDDY HACKETT
TO STAR IN 'VARIETY,' A MAX LIEBMAN SPECTACULAR COLORCAST
ON NBC-TV SUNDAY, JAN. 30 (7:30-9 P.M., EST)

Singer Eileen Barton, comedienne Pat Carroll and comedian Buddy Hackett will be among the headliners to appear in VARIETY, the Sunday, Jan. 30 Max Liebman Spectacular (NBC-TV, 7:30 to 9 p.m., EST). Part of the program will be given over to a jazz version of Gilbert and Sullivan's "Pinafore."

Miss Barton, who came to national attention when she made the recording "If I Knew You Were Comin' I'd've Baked a Cake." In showbusiness since the age of four when she made her debut at the Palace, the young singer has been a frequent guest on variety programs, has had her own radio show and is well known in the nightclub circuit.

Pat Carroll, who played the role of the "blind date" in Max Liebman's production of "Best Foot Forward" returns to the Spectaculars by popular demand. The husky voiced comedienne has appeared at the Blue Angel, one of New York's noted springboards for young talent. A former Civilian Actress Technician with the Second Army, Pat has played major television comedy roles. In "The Red Buttons Show," she was seen as Rocky Buttons' girlfriend.

Buddy Hackett, Broadway's newest comedy sensation, is currently starring in Sidney Kingsley's "Lunatics and Lovers." His

(more)

THESE THINGS ARE ALL PARTS OF THE SAME WHOLE
AND THEY ALL HAVE TO BE CONSIDERED TOGETHER
IF WE WANT TO UNDERSTAND THE TRUTH

THEY ARE ALL PARTS OF THE SAME WHOLE
AND THEY ALL HAVE TO BE CONSIDERED TOGETHER
IF WE WANT TO UNDERSTAND THE TRUTH

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THEY ARE ALL PARTS OF THE SAME WHOLE
AND THEY ALL HAVE TO BE CONSIDERED TOGETHER
IF WE WANT TO UNDERSTAND THE TRUTH

success story ranges from obscurity as a Catskill hotel waiter to his present-day headline spot in the legitimate theatre. In the role of a small-time racketeer, Dan Cupid, he has garnered the greater portion of the laughs in the Kingsley vehicle. "Variety" will be his first appearance in Spectaculars, adding to his credits in nightclubs, motion pictures and musical comedy stock companies.

Spectaculars are telecast in live compatible color, as well as high-quality black and white. The productions are seen by as many as 37,475,000 viewers.

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NBC-New York, 1/14/55



COLOR TELEVISION NEWS

A SERVICE OF



CLARE BOOTHE LUCE'S "THE WOMEN," WILL BE PRESENTED ON NBC-TV'S
"PRODUCERS' SHOWCASE" WITH SHELLEY WINTERS, PAULETTE GODDARD
AND OTHER TOP STARS MONDAY, FEB. 7 (8-9:30 P.M., EST)

Producer Fred Coe has signed another cast of noted stars for
"The Women," Clare Boothe Luce's stage and screen success, which will
be the fifth production on PRODUCERS' SHOWCASE Monday, Feb. 7 (NBC-TV,
8-9:30 p.m., EST).

Shelley Winters, Paulette Goddard, Ruth Hussey, Mary Astor,
Nancy Olson, Mary Boland, Valerie Bettis and Cathleen Nesbitt will be
starred in the compatible colorcast, which will also be seen in black
and white.

Max Gordon, the original Broadway producer of Miss Luce's
penetrating comedy about the female of the species, will be guest
producer. Vincent Donahue, a top NBC director whose work has been
frequently seen on "Television Playhouse," will direct. Jack Rayel is
executive producer.

Paul Barnes, well known in TV circles for his scenic
contributions to "Your Hit Parade" on NBC-TV, is designing the sets.
Guy Kent will be costume designer.

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NBC-New York, 1/14/55

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TELEVISION NEWS

A SERVICE OF



\$1,300,000,000 TO BE SPENT BY ADVERTISERS IN TV THIS YEAR,
NBC'S ROBERT W. SARNOFF PREDICTS IN ALLENTOWN (PA.) TALK

- - -

Sales Executives Told of NBC-TV Plans to Expand Colorcast Schedule;
Radio Termed Most Efficient Complementary Medium for Use With TV

FOR RELEASE A.M., TUESDAY, JANUARY 18.

ALLENTOWN, PA., Jan. 17--Advertisers will spend \$1,300,000,000 in television this year, an increase of 100 per cent over two years ago, Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company, predicted here tonight.

Reviewing the booming growth of television in an address before the Allentown-Bethlehem Sales Executives Club, Mr. Sarnoff linked the future of the broadcasting industry with color television and said NBC is planning to expand its color programming schedule. "We started compatible color broadcasting, we plan to continue our color shows on schedule, and we hope soon to expand the schedule," he stated.

Mr. Sarnoff discussed the impact of advertising in television and cited Dow Chemical Company as an example of the medium's selling power.

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"The Dow Chemical Company," he said, "started advertising one of its products, Saran Wrap, on NBC Television in November, 1953. At that time, sales were about 120,000 rolls a month. By January sales had jumped to 600,000 rolls, and by last October monthly sales of Saran Wrap had rocketed to a total of 3,800,000 rolls."

Mr. Sarnoff attributed television's rapid growth, in part, to the principle of network broadcasting and said the economic foundations of the American broadcast system rest on the networking principle.

"As long as we are allowed to compete freely with other networks and with other advertising media, as long as we are able to attract the American people with our programs--then no one need fear for the networks," he declared.

He cited the far-reaching effects of broadcasting under the network system. "For example," he said, "the research and production facilities created for broadcasting have formed the industrial base for the tremendous development of electronics---the industry of the future, which passed the ten billion dollar mark in sales last year."

Mr. Sarnoff viewed color television "as an explosive economic force which will continue upward the cycle of a better living started by the first radio network more than a quarter of a century ago."

He predicted color television would build "another great pyramid of sales and new products and higher living standards."

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"A new era of service will open," he said, "with color television bringing to the people in their homes the full range of the pleasures of the eye---as radio has done for the ear. The base of this pyramid will be the broadcasting networks of America."

Turning to network radio, Mr. Sarnoff noted that it was this medium that gave the national advertiser "a voice in the living rooms of millions of Americans." He added:

"Because of television's competition for audiences and advertisers, network radio has found its revenues shrinking while its operational costs remain high."

He said that some people were "even saying that a national radio service is old shoe. But we aren't. We think it can continue to provide basic values to the public."

Emphasizing the importance of network radio in the nation's economy and in national security, he said NBC "was searching hard for new advertising patterns and program services that will meet radio's changed conditions, and restore it to economic health."

"Certainly for all national advertisers," he said, "radio is the most efficient complementary medium for use with network television."

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NBC--New York, 1/14/55

CROCODILE TEARS SHED FOR MISSING 'GATOR ARE WIPED AWAY
AS 'HEISTED' DUMMY IS RESCUED FOR NEXT DAY'S 'TODAY'

A fake alligator made an unscheduled appearance on TODAY this morning (Jan. 14) -- the same fake alligator which was stolen from associate producer Louis B. Ames early Thursday morning.

Ames, driving with the 15-foot-long dummy 'gator in his car, had stopped for a red light when armed bandits held him up, drove him several miles outside Miami Beach, and after relieving him of his wallet drove off with the car and the alligator which was to have been used in a feature on the Thursday morning show.

The car and 'gator were found, abandoned in a Miami Beach street yesterday afternoon, shortly after an anonymous caller phoned Ames and declared that he was the man who had "heisted" the producer, and wanting to know whether the car had been found yet. "I tried to park it in a conspicuous place," the caller said. "I wanted you to have the alligator back in time for the program. Sorry we inconvenienced you."

The 'gator made its appearance on the show this morning, 24 hours late, but in as good shape as it had been when it was stolen.

Beginning Monday, Jan. 17, "Today" will be seen from New York again. Faye Emerson will take over Dave Garroway's job on the program for two weeks while Garroway vacations in the South.

"Today" is telecast over NBC-TV Mondays through Fridays, 7-9 a.m., EST and CST, and 8-9 a.m., PST.

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THE FOLLOWING IS A SUMMARY OF THE INFORMATION RECEIVED FROM THE SOURCE ON THE MATTER OF THE ALLEGED ATTEMPT TO OBTAIN A PASSPORT FOR THE SOURCE'S SON, WHO IS CURRENTLY IN THE UNITED STATES.

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GALE STORM ('MY LITTLE MARGIE') IS CHOSEN

'MOST GLAMOROUS BUSINESS WOMAN OF 1954'

Gale Storm, co-star of NBC-TV's MY LITTLE MARGIE series (Wednesday, 8:30 p.m., EST), has been named the "most glamorous business woman of 1954" by the Hollywood Business and Professional Women's Club.

Miss Storm received the award at the organization's annual award dinner (Jan. 13) because she "epitomizes the ambition of all women -- that of happily combining a successful career, an ideal marriage and motherhood." Gale, who portrays the 21-year-old "Margie," is married to insurance broker Lee Bonnell. The Bonnells have three boys, Phillip, 11; Peter, eight, and Paul, seven.

Charles Farrell co-stars with Gale in the situation-comedy series.

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'DRAGNET' TACKLES CASE OF A TV REPAIR RACKETEER

Sgt. Joe Friday (Jack Webb) is assigned to the Bunco division to obtain evidence on a television repair racket, on NBC-TV's DRAGNET Thursday, Jan. 27 (9 p.m., EST).

A TV set is bungled by the sound lab and installed in the home of a police officer. Various repair companies are called and one of them tries to swindle the officers. A check after the set has been repaired, reveals sufficient evidence to take to court. They go to the repair shop and take the man into custody.

Jack Webb produces, directs and stars in the documentary series based on actual cases taken from the Los Angeles Police files. Ben Alexander is seen as his partner, Officer Frank Smith.

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NBC-New York, 1/14/55

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'TODAY' TAKES THE CAKE (ONE BY LAND, ONE BY SEA) AS SHOW OBSERVES THIRD BIRTHDAY, THEN LEAVES FLORIDA FOR N.Y.

MIAMI BEACH, FLA., JAN. 14 -- NBC-TV's TODAY program packed away its Summer clothes and headed away from Miami Beach for New York and Home today.

After finishing this morning's show, "Today" had completed a week's telecasting from this resort city. The last show was marked by anniversary features, this being the third birthday of the program.

Two birthday cakes were presented -- one from the Kiplinger Co., which was the very first sponsor on the very first day "Today" was seen. Kiplinger bought the commercial time this morning to present the cake. The other pastry was floated down the pool of the Sea Isle Hotel, a gift from the hotel itself. On the program, Calypso Eddie and his band sang a specially written anniversary song to Dave Garroway who later introduced to the audience all the members of the behind-the-scenes production cast.

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NBC-New York, 1/14/55



TRADE NEWS

A SERVICE OF



NEW AND RENEWAL ORDERS FOR 64 PARTICIPATIONS

AND 12 PROGRAMS ANNOUNCED BY NBC RADIO

New and renewal orders for 64 participations and 12 programs have been received from 11 NBC Radio clients, it was announced today by Fred Horton, director of sales for the NBC Radio Network.

New business orders include:

KENNETH BANGHART NEWS, Wednesdays and Thursdays, starting Jan. 6, by Brown and Williamson Tobacco Corporation, through the Ted Bates & Company agency.

BEN GRAUER, NEWS, Thursday, Jan. 20, and RICHARD HARKNESS NEWS, Friday, Feb. 4., by the Vitamin Corporation of America through Batten, Barton, Durstine & Osborn, Inc.

Two participations in THE GREAT GILDERSLEEVE, Tuesday and Wednesday, Feb. 15 and 16, for a special one-cent sale by the Rexall Drug Company, through Batten, Barton, Durstine & Osborn, Inc.

Sixty-two participations scheduled from Jan. 23 through March 31 were purchased by the RCA Victor Division of the Radio Corporation of America, through the Kenyon and Eckhardt, Inc., agency. These are scheduled in THE GREAT GILDERSLEEVE on Mondays and Wednesdays, in SECOND CHANCE Thursdays and Fridays, in IT PAYS TO BE MARRIED Tuesdays and Wednesdays, in WEEKEND on Sundays and ROADSHOW on Saturdays.

Also included in the new business are three five minute periods of the NBC Radio New Year Eve Celebration program which were purchased by the Telechron Dept. of the General Electric Company through N.W. Ayer & Son, Inc.

Renewal orders on NBC Radio include:

CITIES SERVICE BAND OF AMERICA, Mondays, by Cities Service Petroleum, Inc., through Ellington & Company Inc., for the 1955 season.

BEN GRAUER NEWS, Monday, Wednesday and Friday during the week of Jan. 3-7, through Pringle-Gotthelf Associates, Inc., for Rhodes Pharmacal Company, Inc.

(more)

2 - New and Renewal Programs

STELLA DALLAS, Monday, Wednesday and Friday and
YOUNG WIDDER BROWN, Monday, Wednesday and Friday, by
Sterling Drug, Inc., through Dancer-Fitzgerald-Sample,
Inc., for the 1955 season.

LORENZO JONES, Monday through Friday by Colgate-
Palmolive Company through the William Esty Company for the
1955 season.

HOTEL FOR PETS, Monday, Wednesday and Friday, by
Coast Fisheries Division of the Quaker Oats Company through
Lynn Baker, Inc., for the 1955 season.

KENNETH BANGHART NEWS, Thursdays, by Brown and
Williamson Tobacco Corporation through the Ted Bates and
Company for the 1955 season.

THE ROY ROGERS SHOW by Dodge Brothers Corporation,
Division of Chrysler Corporation, through Grant Advertising
Agency for the 1955 season.

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NBC-New York, 1/17/55



color television presents

A MAX LIEBMAN PRODUCTION

HERB SHRINER TO STAR IN 'VARIETY' SPECTACULAR
ON NBC SUNDAY, JAN. 30, 7:30-9 P.M., EST

Herb Shriner, Indiana's gift to the comedy world, will star in the Sunday, Jan. 30 Max Liebman Spectacular, VARIETY (NBC-TV, 7:30 to 9 p.m., EST). Other new additions to the cast of the revue include singers Bill Hayes, Jack Russell and Danny Scholl.

Previously announced cast members include Buddy Hackett, new comedian from the current Broadway hit "Lunatics and Lovers"; singer Eileen Barton; comedienne Pat Carroll, and dancers Bambi Linn and Rod Alexander. Highlight of the program will be a jazz version of Gilbert and Sullivan's "H.M.S. Pinafore."

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NBC-New York, 1/17/55

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HENRY SALOMON PREDICTS UNLIMITED FUTURE ON TV FOR
DOCUMENTARY FILM AS HE ACCEPTS FLAHERTY AWARD

A prediction that the future of the documentary film on television is "unlimited" comes from Henry Salomon, producer of "Three, Two, One -- Zero," winner of the sixth annual competition for the College of the City of New York's Robert J. Flaherty Award for "outstanding creative achievement" in documentary film. He accepted the award Friday (Jan. 14) at the presentation ceremonies in New York.

"This relatively new field-type film has distribution facilities such as we dreamed of in the past," he said. "It is no longer a stepchild of the entertainment business."

Calling TV the "greatest medium since the printing press," he said: "At least this is potentially true. But its fantastic ability to communicate ideas, understanding and even something of the meaning of life itself can be realized only if there are artists of high caliber and high ideals who will wholeheartedly embrace this new medium."

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NBC-New York, 1/17/55



A SERVICE OF



FOR RELEASE A.M., TUESDAY, JAN. 18, 1955

NETWORKS: THEIR PERFORMANCE AND THEIR PROMISE

(Text of talk by Robert W. Sarnoff, Executive Vice President, National Broadcasting Company, before the Allentown-Bethlehem Sales Executives Club, Allentown, Pa., Jan. 17, 1955)

This is my first trip to the Allentown-Bethlehem region and in preparation for it, I did a little boning up on local history at our NBC library. I ran across some wonderfully exciting footnotes of history -- facts that are probably commonplace to your school children here, but that read like fresh pages of Americana to me. I didn't know, for example, that the Liberty Bell was hidden in a church here to prevent its capture by the British. I never realized that the famous Bethlehem Choir was formed in 1744 and that Ben Franklin mentioned it in one of his letters. Frankly, I made enough notes on the 18th and 19th centuries to qualify as a lecturer at Muhlenberg College.

However, it wasn't until I got to the 20th century in your neighborhood that I unearthed some facts germane to my appearance here. I found, for example, that Allentown and Bethlehem have a \$50,000,000 stake in my business -- which is broadcasting. I arrived at that figure by computing, roughly, the value of the 122,000 television sets and the 314,400 radio sets in your metropolitan area.

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THE HISTORY OF THE

REIGN OF KING CHARLES THE FIRST

IN WHICH ARE CONTAINED THE
MOST IMPORTANT PASSES OF HIS REIGN
FROM HIS MARRIAGE TO HIS DEATH

BY SAMUEL JOHNSON

IN TWO VOLUMES

LONDON: Printed by J. Sturges, in Pall-mall, 1764.

THE SECOND VOLUME

IN WHICH ARE CONTAINED THE

MOST IMPORTANT PASSES OF HIS REIGN

FROM HIS MARRIAGE TO HIS DEATH

BY SAMUEL JOHNSON

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THE SECOND VOLUME

THE SECOND VOLUME

Now, if you match these totals with population, you find that Allentown-Bethlehem have a radio-TV receiver saturation comparable to any metropolitan area in the country.

Perhaps one reason is that you've been rooted to broadcasting from its inception. Station WSAN, our NBC radio affiliate here, is one of the nation's real pioneer stations. It started in 1923, three years before NBC was formed as the nation's first network. It gave you early exposure to our art and that, as any salesman will tell you, is half the sale.

Beyond that, however, you must have found some real and enduring values in this broadcast service. Otherwise, you people, weaned on great cultural, educational and theological traditions, would never have invited it into your homes as such a long term guest. The novelty of broadcasting, radio and television, has long since worn off. Yet broadcasting still remains an important companion in your daily life and a major force in the American economy. Now, why is this true? Why is this service so much a part of the fabric of our nation? The answer, in part, stems from the way our broadcasting system is organized.

It's a unique system, you know -- an ingenious patchwork of many interests and many activities -- and it's distinctly American in its growth pattern. On the one hand, it offers entertainment and information free to the public. On the other hand, it provides American business with the most powerful sales tool in the world.

The broadcasting service includes thousands of radio stations and hundreds of television stations, each of them serving as a

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...and that is the way to go.

center of community expression, each functioning as a mirror of the special interests in its locality. It also includes the networks -- four in radio and four in television. They provide a national service of a scope and variety which no individual station could afford.

Then, the service includes those indispensables -- the advertisers -- who buy time on stations and networks. They supply all the money on which the broadcasting structure rests. And there are also production companies, talent and advertising agencies and many other factors contributing to the operation.

Now, you're all familiar with stations and advertisers and talent. But just what is a network? If I asked five of you in the audience to describe a network, I venture that I would receive five different answers. So let me try to answer my own question.

In simple working terms, a network is an organization that supplies independently-owned stations -- which we call affiliates -- with national programs. The NBC television network, for example, has such a working arrangement with 195 stations. NBC itself owns only five television stations -- the maximum legally permitted by the government until recently. Now that the limit has been raised to seven, we have contracted to buy another station and expect to acquire a seventh soon.

The network's job is to develop, produce, and transmit to its affiliates a daily schedule of programs of national interest, running to hundreds of hours a month. To do this, it needs studios and theatres, production facilities, a world-wide news organization, creative and operating staffs. Then, of course, it must enter into talent arrangements involving scores of millions of dollars and it must acquire costly program properties. It also must lease nationwide

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circuits to link its affiliates together so that it can transmit network programs to them simultaneously. These interconnections, incidentally, cost us ten million dollars annually.

That, briefly, is the programming side of the network. Now, how does it pay for this high-priced operation? Well, that leads me into the sales side of the business. The network sells the programs it supplies affiliated stations, together with the time, to national advertisers. And in our business, believe me, a high sales volume is like a lease on living. If a program isn't sold, we not only get no revenue, but we have the added cost of paying for the show. And even in selling our only two commodities -- time and programs -- we don't have a completely free hand. The amount of time a network can sell, the placement of that time, the type of sales arrangement -- all of these matters are subject to agreement with each affiliate. And a station has wide latitude in rejecting the programs of one network and taking those of another. Similarly, a network sponsor can, with certain limitations, select the stations he wants to include in his order.

Also, there are big gaps in the day reserved for the station's own use. Then, a station schedules its own shows or gets programs from other sources, and sells this time directly to local and national advertisers.

The ordinary business arrangement is for the network to pay its affiliates an agreed-upon share of its advertising dollar. From the balance of that dollar, the network must bear the cost of program creation, talent contracts, interconnections, production facilities and all those other costly things I mentioned.

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Sounds like the network has to squeeze a lot out of its dollar, doesn't it? It does, too. It may surprise you to learn that while station operation is generally profitable -- especially in television -- a network operation returns only a small profit -- certainly, small in terms of the investment it requires and the volume of sales it produces. I know that at NBC the profit from our own five television stations is far larger than the profit from our television network -- and I think that is pretty typical of the others, too. That's one of the reasons why station ownership is so important to all networks. And it's also the reason why so few organizations have been willing to shoulder the tremendous costs and risks of running a network.

This might sound a little like a dissertation on the life and hard times of a network. If so, it's not intended as such. No one experienced in this business would ever minimize the essential parts played by stations, advertisers, agencies and talent in the American broadcast system. Still, I think it's fair to say that the economic foundations of that system...its public acceptance...and its growth...rest on the networking principle. I'm sure that station operators, like B.B. Musselman of WSAN, and Andy Anderson of WLEV-TV, would support me here.

Indeed, we can support these claims of network values in any impartial examination of broadcast history. Radio broadcasting got underway only a generation ago. NBC was created as the first network, and it was soon followed by the organization of other networks. For the first time, people all over the country -- without leaving their

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Journal like the Spectator has no influence at all over the

public, however it may be. It is only a journal, and it is only a

journal, and its influence is confined to the circle of its

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homes -- could enjoy the entertainment personalities of the time, could attend performances of the finest orchestras, the greatest operatic companies. From their firesides they could keep a finger on the pulsing current of world events. They could sit in on political campaigns and conventions. They could hear the President talk to the nation.

It was this national service that made radio exciting and, even more, indispensable. The public responded to the service by buying sets in the millions. A new feature came into American life -- a national radio audience.

With it, too, came a voice for American business. Network radio gave the advertiser a personal salesman who got more than a foot in the door -- he got a voice in the living room -- millions of them. This opened the mass market to American commerce -- opened it as no other medium had ever opened it before. And with the growth of the mass market came the parallel rise of mass production and mass distribution -- those twin motive forces behind our expanding economy and our rising standard of living.

With network service leading the way, advertising money began funneling into broadcasting. This meant more programs of higher quality and greater variety. And as the program quality chart soared upward, so did set ownership -- until the man without a radio set in his home stood out like a puffy thumb. This saturation of American homes quickly made possible profitable operations for more and more stations. The number of radio stations in the United States leapfrogged from the hundreds to the thousands. Many of these were

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unaffiliated stations, linked to no network; but they, too, thrived on the great upward surge of broadcasting which was sparked by the networks.

That chapter of our history might be labelled the little miracle. Because, within the past decade, we've had an even bigger miracle, television. And like most miracles of the business world, it took a lot of hard work, and planning, and money, to pull off. A national television audience had to be created, and advertising support had to be attracted. Someone had to assume the risks and costs of pioneering.

On the broadcasting side, this meant building television studios and technical equipment, developing shows, encouraging stations to enter the medium, linking them up, and then going on the air. It takes programs to build a national audience, and it takes an audience to attract network advertising.

On the manufacturing side, the problem called for design, development and production of television sets to meet the demand which broadcasting would create, and it called for transmitting and technical gear for stations. In both these areas, RCA and NBC spent fifty million dollars to get television started. Others invested, too, and a new industry was launched with boom-town speed.

Almost with the first network program, the public embraced television -- even more enthusiastically than radio. Now, the living room had eyes added to its ears. Because of the networking principle, you became eye witnesses to events all over the country and all over the world -- and you saw them while they were happening: comedies, dramas, operas. You sat in on Congressional hearings, attended the World Series, and watched the inauguration of a President.

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Small wonder, I say, that television set circulation has spurted from a few hundred thousand in 1948 to over 32 million sets today -- with an expected 6,000,000 additional set sales this year. The number of television stations has doubled and tripled. Total television advertising this year is expected to be \$1,300,000,000, an increase of 100 per cent in just two years.

Even so, you can't evaluate the impact of network television in terms of advertising alone. Over and above that, it is a demonstration medium. It shows the product in use. It pre-sells it in the home. In this way, it has already transformed merchandising. More and more today, products are bought on sight. They've already been identified, demonstrated and, in effect, sold in the home. Just take a look at the self-service super-markets in your communities here, and you'll see this process in action.

This quick, decisive selling power of television was spelled out to me very dramatically just before I left New York. I was shown a yardstick of growth that frankly made me swallow hard. You're all familiar with the Dow Chemical Company, one of the nation's great industrial concerns. Well, the Dow Chemical Company started advertising one of its products, Saran Wrap, on NBC Television in November, 1953. At that time, sales were about 120,000 rolls a month. By January sales had jumped to 600,000 rolls and by last October, monthly sales of Saran Wrap had rocketed to a total of 3,800,000 rolls. Stores started stocking and featuring the product on the basis of inquiry by customers. Today Saran Wrap is in more than three-quarters of all grocery outlets in the country.

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In little more than a year, network television boosted Saran Wrap sales more than 3,000 per cent. I doubt that any other advertising media could produce such startling evidence of growth power.

Those of you who are linked, businesswise, to the drug and cosmetics industry are probably familiar with the fabulous rise of Hazel Bishop lipstick. Five years ago the firm was grossing about \$50,000 a year. Then it moved into network television with "This Is Your Life," the Ralph Edwards hit show. Last year Hazel Bishop grossed around \$12,500,000 in sales with a television budget of \$3,500,000 -- or 28 per cent of sales. Today, one out of every four lipsticks sold -- and there are 50 competing brands -- is a Hazel Bishop!

Ask Mr. Hess to tell you about the revolution that's taken place in his department store since broadcasting became nationally important: Hopalong Cassidy shirts in the boys' department. Howdy Doody toys and Pinky Lee mirrors in the toy department -- I could cite scores of new businesses which have been built, with the help of your families, on the popularity of television performers and programs.

Broadcasting under the network system has created waves of growth in other directions, too. For example, the research and production facilities created for broadcasting have formed the industrial base for the tremendous development of electronics -- the industry of the future, which passed the ten billion dollar mark in sales last year.

(more)

During this last year, RCA, the parent company of NBC, did the largest volume of business in its 35-year history. By far the greatest part of this business was related in some way to broadcasting or electronics. And this electronic growth has mushroomed into other businesses. To cite the familiar again, RCA contracts for raw materials and components from more than 5,000 independent manufacturers and suppliers all over the country. They provide glass, wire, wood, metals, ceramics by the trainload. Here, for example, within a 30-mile radius of the Lehigh Valley Club -- there are 25 firms with which RCA does business. I'd make an even money wager there are some RCA suppliers in the audience tonight.

Now, translate all this activity into weekly paychecks for scores of thousands of factory workers and into quarterly dividends to stockholders -- then you come up with a reasonably accurate picture of the importance of network broadcasting to our standard of living.

But these are not the only measures of the values of this industry sired by broadcasting. Electronics have become a sinew of defense. A modern jet plane is literally a flying laboratory of electronic equipment. A guided missile incorporates radio and television systems which use almost every technique known to electronic communications. Only a few months ago, a test of military television in maneuvers demonstrated how much this technique can add to our nation's combat effectiveness.

And finally, our networks have an added utility that is easy to overlook but that might one day be more important than all the others.

(more)

The radio and television networks provide the only means of instantly alerting the whole population in times of crisis -- and the only means by which our national leadership can talk to all the people at once. They are, in effect, a stand-by system of mass communications for national emergency.

Now, I'm sure you feel these are pretty important values which network broadcasting is delivering to our economy, our society, our national security. And I hope by now you feel -- as I do -- that everything possible should be done to maintain the strength and effectiveness of network service.

In any event, we're attempting to do just that at NBC. And it's not always easy -- particularly with radio. Because of television's competition for audiences and advertisers, network radio has found its revenues shrinking while its operational costs remain high. Some people are even saying that a national radio service is old shoe. But we aren't. We think it can continue to provide basic values to the public. We're searching -- and searching hard -- for new advertising patterns and program services that will meet radio's changed conditions, and restore it to economic health. We can't escape the conviction that, for many national advertisers, network radio, when properly used, is an outstanding sales tool by itself. Certainly, for all national advertisers, it is the most efficient complementary medium for use with network television.

Fortunately, we don't have to duplicate, with television, our radio exploration for new techniques. Early in the game, we laid the basis for the broadest use of the television network by all types of national advertisers, large and small.

(more)

It is not only the fact that the United States is a large country, but also the fact that it is a large country in terms of population. The population of the United States is about 250 million, which is about one-fifth of the world population. This is a large number, and it is a large number in terms of the number of people who are living in the United States. The population of the United States is growing, and it is growing at a rapid rate. This is a fact that is well known to all who are interested in the United States.

Now, I am going to talk about the United States in terms of its economy. The economy of the United States is one of the most advanced in the world. It is a large economy, and it is a large economy in terms of the number of people who are working in the United States. The economy of the United States is growing, and it is growing at a rapid rate. This is a fact that is well known to all who are interested in the United States.

By the way, I am also interested in the fact that the United States is a large country in terms of its population. The population of the United States is about 250 million, which is about one-fifth of the world population. This is a large number, and it is a large number in terms of the number of people who are living in the United States. The population of the United States is growing, and it is growing at a rapid rate. This is a fact that is well known to all who are interested in the United States.

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We did this through the so-called "magazine" concept of advertising. It was evolved at NBC about five years ago and it now seems to be taking hold throughout the industry.

Under the magazine concept, a network offers its programming schedule to an advertiser in much the same way an editor provides space in his magazine -- anything ranging from a 50-line ad to a double-truck spread in color. Our magazine-type shows -- "Today," "Home" and "Tonight" -- together constitute one-third of our entire weekday network schedule.

With this magazine concept, the number of advertisers purchasing NBC network TV time grew last year from 165 to 210. Twenty-two of these were small businesses which in 1953 spent less than \$100,000 in all media.

The industry-wide results of this pattern are tangible. In 1952 television's share of all media advertising was seven per cent. By the end of 1956 -- two years hence -- I think the television industry's slice of total advertising melon will be about 20 per cent and will total almost two billion dollars.

With that type of projection, and despite our headaches, we're optimistic about the future. As long as we're allowed to compete freely with other networks and with other advertising media, as long as we're able to attract the American people with our programs -- then, no one need fear for the networks.

This is particularly true now because we've just started to pull our red ace out of our sleeve. The red ace is color television --

(more)

the most exciting thing that's happened to broadcasting since George Gobel first looked into a camera. The subject of color television fits snugly into my discussion of networks, because color imposes on the networks the same type of problem that we faced with black-and-white back in 1946. This is the old chicken and egg problem of whether you sell color sets first and follow up with color broadcasts -- or vice versa. We favor the vice versa.

Right now, there are slightly more than 10,000 color sets in use. Yet both NBC and CBS are broadcasting major programs every week in color. Both of us have caught a lot of brickbats for doing it. One syndicated columnist went so far recently as to say it was a big mistake, and that the networks were giving up all color. I can't speak for any network except NBC, but I can assure you that we're as bullish as ever on color. We started color broadcasting, we plan to continue our color shows on schedule, and we hope soon to expand the schedule.

I mentioned before that RCA and NBC together spent 50 million dollars in developing black and white television. And they've already spent another fifty million dollars to get color television off the ground. We think it has been money well spent -- because only through the type of investment, supported by networks willing and able to provide color programming, can this newest electronic art reach maturity quickly.

Incidentally, I'd like to commend to your reading a recent column by Jack Gould, the radio and television editor of the New York Times. He's one of the lucky few to possess a color set and he's upset justifiably, because other people can't share the beauty that color television brings into his home.

(more)

He argues with unquestionable logic that color television will become important only when the networks provide a strong color program service. "Black-and-white television," he wrote, "was yesterday's miracle; it's time to get on with today's."

That's precisely how we feel. We see color television as an explosive economic force which will continue upward the cycle of better living started by the first radio network more than a quarter of a century ago. Another great pyramid of sales and new products and higher living standards will be built by color television. A new era of service will be opened, with color television bringing to the people in their homes the full range of the pleasures of the eye -- as radio has done for the ear. And once again, the base of this pyramid must be, and will be, the broadcasting networks of America. Thank you.

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NBC-New York, 1/17/55



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECASTS FOR WEEK

(Jan. 23-29 NBC-TV Network including WRCA-TV)

Wednesday, Jan. 26

7:00-7:30 p.m., EST -- "Norby," with David Wayne and Joan Lorring. In tonight's episode in the life of the small-town banker, his wife (played by Joan Lorring) appears in a variety of glamour costumes as she imagines the lives she might have led instead of her small-town routine.

Thursday, Jan. 27

On the HOME SHOW -- from approximately 11:49 to 11:57 a.m., EST -- a decorating segment featuring John Peter, who will show children's furniture for children two to seven years old.

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NBC-New York, 1/17/55

CAST AND CREDITS FOR TELECAST OF OPERA, 'TOSCA'

The NBC Opera Theatre's production of Giacomo Puccini's opera, "Tosca," will be telecast complete in a two-hour presentation in a new English version by John Gutman Sunday, Jan. 23 (NBC-TV, 2-4 p.m., EST). Following are the cast and credits:

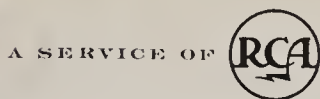
Angelotti.....	Thomas Stewart
Sacristan.....	Emile Renan
Mario Cavaradossi.....	David Poleri
Floria Tosca.....	Leontyne Price
Baron Scarpia.....	Josh Wheeler
Spoletta.....	Michael Pollock
Sciarrone.....	Francis Monachino
A Shepherd.....	Joe Simonelli
A Jailor.....	Robert Leffler
Choir Boys.....	Members of the Columbus Boychoir
CONDUCTOR.....	Peter Herman Adler
PRODUCER.....	Samuel Chotzinoff
DIRECTOR.....	Kirk Browning
MUSIC AND ARTISTIC DIRECTOR.....	Peter Herman Adler
Associate Producer.....	Charles Polacheck
Audio Director.....	George Voutsas
Production Designed by.....	William Molyneux
Costumes by.....	Robert Fletcher
English Text by.....	John Gutman
Assistant Conductor.....	Felix Popper
Assistant Director.....	Gertrude Rosenstein
Orchestra.....	Member of the Symphony of the Air

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NBC-New York, 1/17/55



TRADE NEWS



January 18, 1955

MARJORIE TRUMBELL, SAN FRANCISCO COLUMNIST AND TV PERSONALITY,
NAMED WEST COAST EDITOR OF NBC-TV'S 'HOME' SERIES

Before returning to New York following a full week's (Jan. 10-14) TV coverage of home life in San Francisco and the Bay Area, HOME's producer Dick Linkroum announced the appointment of a new member to the staff of the program (NBC-TV, Monday-Friday, 11 a.m. to 12 noon, EST).

She is Marjorie Trumbell, columnist for the San Francisco Chronicle and local TV personality, who will appear on the daytime network program as West Coast Editor. In this new capacity, Mrs. Trumbell will operate in all departments of "Home," ranging from Seattle to San Diego to gather material. Present plans are for her to appear on periodic cut-ins originating in the West, to give the national audience her reports on Pacific Coast activities.

During "Home's" week in San Francisco, Mrs. Trumbell participated frequently on the program, serving as Arlene Francis' guide, presenting fashion features, handling interviews and telling national viewers about life in the Bay Area.

(more)

100-442100-100

RECEIVED BY THE DIRECTOR, FBI, WASHINGTON, D.C. 20535

FROM: SAC, NEW YORK (100-442100) (P)

SUBJECT: MURDER OF MARTIN LUTHER KING, JR.

On 4/4/68, the New York Times reported that the FBI had received information from a source that a person had been seen at the New York City Hotel on 4/4/68, the day of the assassination of Dr. King. The source stated that the person was seen in the lobby of the hotel and was seen talking to a man who was seen in the lobby of the hotel on 4/4/68. The source also stated that the person was seen in the lobby of the hotel on 4/4/68, the day of the assassination of Dr. King.

The New York Times also reported that the FBI had received information from a source that a person had been seen at the New York City Hotel on 4/4/68, the day of the assassination of Dr. King. The source stated that the person was seen in the lobby of the hotel and was seen talking to a man who was seen in the lobby of the hotel on 4/4/68. The source also stated that the person was seen in the lobby of the hotel on 4/4/68, the day of the assassination of Dr. King.

Enclosed for the New York City Office are two copies of the New York Times article.

The New York City Office is requested to continue to monitor the situation in New York City and to report any further information to the New York Office.

(100)

In announcing the appointment Mr. Linkroum said: "We have long wanted to cover this important part of the country more fully, and after having met and worked with Marjorie Trumbell all last week, we knew we had found just what we needed. She is perfect for the job and we're delighted she is able to become one of us."

Mrs. Trumbell was born in Oakland, Calif., and has lived in the Bay Area ever since. At 18 she was a copywriter in the advertising department of a leading San Francisco department store. She next became advertising manager for an Oakland department store and later, fashion editor of the San Francisco Chronicle. She subsequently became a leading radio and TV personality on local programs and currently conducts a Monday through Friday interview-and-discussion program on Station KRON-TV and a daily column in the Chronicle.

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NBC-New York, 1/18/55

In answer to the question, Mr. Johnson said: "We have
not wanted to cover this important part of the country with
after having met and talked with various people all last week.
Now we just found just what we needed. We are looking for the
d we're delighted and it will be worth our while."
Mr. Johnson was born in England, 1811, and was 18 years in
May 1835. At 18 he was a member of the Methodist
church of a leading and prominent congregation. He was
some interesting things. He is a skilled mechanic and has
which were of the San Francisco character. He subsequently
was a leading actor and a personality on local programs and
eventually became a leading actor. He is a member of the
system on Station KBCV-TV and a radio voice in San Francisco.

San Francisco, 1911

DOODLES WEAVER JOINS 'SWIFT'S SHOW WAGON' ON NBC-TV

Doodles Weaver -- lanky, red-haired comedian renowned for his mad routines -- makes his debut as a member of NBC-TV's SWIFT'S SHOW WAGON WITH HORACE HEIDT AND THE AMERICAN WAY Saturday, Jan. 22 (7:30 p.m., EST).

For his premiere appearance, Weaver will perform his famed "pitcher, catcher, batter" baseball routine that finds him playing all positions. He joins the Heidt troupe which also boasts such personalities as Ralph Sigwald, John Standley, Reita Green and Allen Brenneman, 14-year-old drummer sensation, the "Heidt Steppers" and the Horace Heidt band.

The Jan. 22nd program will co-star Gloria De Haven and Leo Carillo in a salute to the state of California.

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STEVE ALLEN WINS AWARD AS 'OUTSTANDING
YOUNG MAN IN NEW YORK CITY'

Steve Allen has been named "Outstanding Young Man in New York City" by the Young Men's Board of Trade, the New York Chapter of the Junior Chamber of Commerce. It is the organization's 31st annual award, and was presented Jan. 17 on Steve Allen's NBC-TV TONIGHT program. A similar ceremony will be held Tuesday night, Jan. 18 at the organization's annual banquet at the Henry Hudson Hotel.

Previous winners of the award include former Governor Thomas E. Dewey, U.S. Senator Herbert H. Lehman and the late Lou Gehrig.

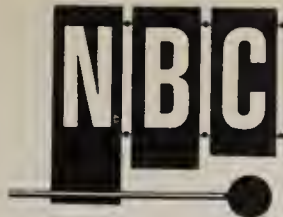
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NBC-New York, 1/18/55

1. The first part of the paper is devoted to a review of the literature on the topic.

12. 1980

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TRADE NEWS

A SERVICE OF



January 18, 1955

'KRAFT TELEVISION THEATRE,' OLDEST TV DRAMATIC SERIES,
RENEWED FOR ANOTHER YEAR ON NBC NETWORK

The oldest dramatic program on television, NBC-TV's KRAFT TELEVISION THEATRE, has been renewed for another year under the sponsorship of Kraft Foods Company of Chicago.

"Kraft Television Theatre" made its debut on NBC-TV on May 7, 1947, becoming the only sponsored full-hour show on the then new medium. At the same time it became the first full-hour dramatic program on the air.

The renewal order for Kraft was placed through J. Walter Thompson Company of Chicago.

"Kraft Television Theatre" is seen each Wednesday, 9-10 p.m., EST.

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January 18, 1955

'LUX VIDEO THEATRE' TO FEATURE REDBOOK MOVIE AWARD

- - -

Recipient Will Appear on Jan. 27 Program; 'So Evil My Love'

To Co-Star Louis Hayward, Marilyn Erskine on Same Date

Wade H. Nichols, associate publisher and editor of Redbook Magazine, will award a silver cup to the winner of the magazine's 16th Annual Movie Award during telecast of LUX VIDEO THEATRE Thursday, Jan. 27 (NBC-TV, 10 to 11 p.m., EST).

The dramatic portion of the program will be an adaptation of the Hal Wallis production of "So Evil My Love" with Louis Hayward and Marilyn Erskine in the starring roles. The picture, released through Paramount, was adapted for video by Sanford Barnett. It is the story of a missionary's widow who is victimized by a shipboard acquaintance, an unscrupulous young man with whom she falls in love. Back in England, he enlists her aid in blackmail and murder.

The Redbook Award, whose recipient will appear on the program that evening, is for the "most distinguished contribution to the motion picture industry." It has been won by actors some years, other times by the entire production staff of a picture, others by several stars (in one movie), producers or writers.

Miss Erskine was one of the stars a year ago when, on Jan. 28, 1954, "Lux Video" presented "A Place in the Sun," co-starring Ann Blyth, John Derek and Miss Erskine. The Redbook Award of the year was presented during that telecast.

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TRADE NEWS



A SERVICE OF

January 18, 1955

NBC'S RICHARD PINKHAM CITES PARTICIPATING PROGRAMS' SUCCESS AS SOLUTION TO PROBLEMS POSED BY RISING PRODUCTION COSTS

- - -

Addresses Harvard Business School Alumni in New York

The success of participating programs on the National Broadcasting Company's television network points to a solution of the problems posed by rising production costs, according to Richard Pinkham, NBC Vice President in charge of Participating Programs.

Mr. Pinkham developed this thesis in a speech yesterday (Jan. 17) before the Harvard Business School Alumni Association at a luncheon meeting at the Harvard Club in New York.

A participating program, such as NBC's "Today," "Home" or "Tonight," permits the advertiser a new flexibility, Mr. Pinkham said. "It permits him to buy television to fit his budget, to buy much or to buy little, to buy seasonally or year-round."

Mr. Pinkham cited these other advantages of the participating program: a large and responsive audience at a low cost-per-thousand; the personal and highly persuasive salesmanship of a great star; and product endorsement by the star for point-of-sale merchandising.

He predicted that participating programs would also lead to further improvement of program content and would break down "the straitjacket of strictly half-hour and one-hour shows."

(more)

"For example, perhaps five years from now, NBC would have a program schedule which is not predictable on a week-to-week basis but each evening would be assigned to a different top producer," Mr. Pinkham said. "Every Monday night might be Leland Hayward night, Tuesday Max Liebman night, Thursday Josh Logan night.

"Given a really free hand, free of client, free of clock, some pretty wonderful things might appear. One night it might be Milton Berle for nine minutes followed by the Sadlers Wells for an hour-and-a-quarter and then a prize fight. The next night might be two solid hours of a bull fight in color direct from Madrid followed by a visit to the Modern Museum of Art."

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NBC-New York, 1/18/55

'FEATHER YOUR NEST' ON NBC-TV TICKLED OVER RECORD
OF 13,381 CONTEST LETTERS PLUCKED IN SINGLE WEEK

A total of 13,381 pieces of mail was received during the week of Jan. 10-14 by FEATHER YOUR NEST, NBC-TV's popular audience-participation quiz show (Mondays through Fridays, 12:30 to 1 p.m., EST).

It was the show's highest mail count -- 1,000 above the previous peak -- received in a one-week period since the program was launched last Fall. Most of the mail represented responses to the "Feather Your Nest" contest and followed the first week of a new contest period.

Home viewers may compete for a chance to win a six-room P & H Home by Harnishfeger of Milwaukee, Wis., by completing in 25 words or less: "I would like to win the model house because....." The best letter each day is used on a subsequent show when one of the quiz contestants draws a number for the sender. Possessor of the lowest number drawn by contestants or home viewers during a 13-week cycle wins the home.

Bud Collyer and Janis Carter co-star on "Feather Your Nest," which features three couples competing daily for household furnishings.

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NBC-New York, 1/18/55

RECEIVED YOUR LETTER OF MAY 14, 1964.

ON 12, 1964, YOUR LETTER WAS RECEIVED.

A COPY OF 100-100000-1 WAS FORWARDED TO YOU.

IT IS TO BE UNDERSTOOD THAT THE 100-100000-1 IS A COPY OF THE

ORIGINAL COPY OF THE 100-100000-1 (100-100000-1 IS A COPY OF THE

IT WAS THE SHOW'S 100-100000-1 COPY -- 100-100000-1

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SPOT SALES

News

January 18, 1955

NBC SPOT SALES APPOINTED REPRESENTATIVE OF WESTERN RADIO NETWORK OF NBC

Appointment of NBC Spot Sales as representative of the Western Radio Network of the National Broadcasting Company was announced today by William H. Fineshriber, Jr., vice-president of NBC in charge of the radio network, and by Thomas B. McFadden, vice-president of NBC Spot Sales.

The agreement becomes effective February 1, 1955.

The Western Radio Network of NBC consists of 35 affiliates in the ten states of Montana, Utah, Colorado, New Mexico, Arizona, Nevada, Idaho, Washington, Oregon and California.

Commenting on the sales agreement, Mr. Fineshriber said: "We are delighted with this new association with NBC Spot Sales and view it as an important move in the expansion of the sales force of the NBC radio network in the west."

Mr. McFadden said that his organization "accepts this new challenge with confidence that national advertisers through the energy of NBC Spot Sales can be made even more aware of the potent sales force of this group of important western radio stations."

NBC Spot Sales will act as exclusive sales representative for the Western Radio Network of the National Broadcasting Company throughout the United States.

(more)

2 - NBC Spot Sales Appointed Representative

George Dietrich, national radio manager of NBC Spot Sales, left New York on January 17th for a two-week visit to the West coast on matters pertaining to the acquisition of the sales representation of the Western Radio Network of NBC.

In addition to the new acquisition, NBC Spot Sales represents the following radio and television stations: WAVE and WAVE-TV, Louisville; WRGB, Schenectady; KONA and KGU, Honolulu; KSD and KSD-TV, St. Louis; KPTV, Portland, Oregon; WTAM and WNBK, Cleveland; WMAQ and WNBQ, Chicago; WRCA and WRCA-TV, New York; WRC and WRC-TV, Washington; KRCA, Los Angeles; KNBC, San Francisco; and the Crosley group of radio and television stations in markets outside New York and Chicago.

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NBC-New York, 1/18/55



COLOR TELEVISION NEWS

A SERVICE OF



* SYNOPSIS AND SCENES OF CLARE BOOTHE LUCE'S "THE WOMEN"
TO BE COLORCAST ON NBC'S "PRODUCER'S SHOWCASE"

MONDAY, FEB. 7, 8 TO 9:30 P.M., EST

* "The Women," a play in three acts by Clare Boothe Luce, at
once a biting satire and an illuminatingly revealing comedy of female
foibles, told against a background of the haute monde, to be seen in
compatible color and black and white on PRODUCERS' SHOWCASE Monday,
Feb. 7 (NBC-TV, 8-9:30 p.m., EST).

The story concerns Mary Haines, a happily married society
matron who is prodded by the gossip of her "best friends" to divorce
her husband. How she faces up to the situation and is finally
obliged to indulge in "jungle warfare" of her own makes for a bright,
peppery and laugh-laden expose of a particular distaff set.

ACT I

- Scene 1 - Mary Haines' Living Room.
- 2 - Michael's Beauty Shop.
- 3 - Showroom and Fitting Room of a Dress Salon.
- 4 - An Exercise Room.

ACT II

- Scene 1 - Pantry in Mary's Apartment.
- 2 - The Haines' Living Room.
- 3 - Corner Table of an Exclusive Restaurant.
- 4 - Hotel Room, Reno.

ACT III

- Scene 1 - Crystal's Bathroom.
- 2 - Mary's Bedroom.
- 3 - Powder Room at the Casino Roof.

Surveys show that as many as 37,475,000 persons view the
NBC-TV color Spectaculars.

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NBC-New York, 1/19/55

NBC-TV NEWS

* _____ *

SAN FRANCISCO'S BOARD OF SUPERVISORS PASS RESOULTION
PRAISING NBC 'HOME' STAFF FOR FIVE-DAY VISIT

* _____ *

The Board of Supervisors of the City of San Francisco passed a resolution on Monday, Jan. 17, extending their appreciation to the staff of NBC-TV's HOME (Monday-Friday, 11 a.m. to 12 noon, EST) for the five daily one-hour telecasts which the program did in and about that city last week.

The complete text of the official resolution follows:

Whereas, during the five consecutive days from Jan. 10 to 14, 1955, for one full hour of each day, Miss Arlene Francis, nationally known television star, presented from San Francisco to a television audience of more than five million persons across the nation, on the program titled HOME on NBC-TV, some of the personality of San Francisco as seen through its many scenic landmarks and attractions, and whereas, thousands of viewers and listeners were able to see perhaps for the first time things and places here such as Golden Gate Park, Fisherman's Wharf, our trans-bay bridges, the cable cars, Telegraph Hill and other famous places in our city, as well as our people and their homes, and whereas, San Francisco has won many friends all over this nation by the charm and warmth of Miss Francis' manner in presenting our city and its people to her audience, now, therefore, be it resolved, that Miss Arlene Francis and the 27 members of HOME's staff who devoted so much of their time and talent to this friendly presentation of San Francisco over television be extended the appreciation of San Francisco.

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NBC-New York, 1/19/55

WEC-TV NEWS

SAN FRANCISCO'S BOARD OF SUPERVISORS HAS RESOLUTION
PRAISING WEC-TV'S HOME (MONDAY) NIGHT FOR LIVE-DAY VISIT

The Board of Supervisors of the City of San Francisco
a resolution on Monday, Jan. 17, praising their appreciation to the
staff of WEC-TV's HOME (Monday) Night, 11 p.m. to 12 noon, for
the live daily one-hour telecast which the program did in and about
that city last week.

The complete text of the official resolution follows:

Whereas, during the live telecast of the HOME (Monday) Night
to 11, 1955, for one full hour of 11 p.m. to 12 noon, the
Francisco, nationally known television show, presented to the
Francisco to a television audience of more than five million
persons across the nation, on the evening of Monday, Jan. 17, 1955,
WEC-TV, some of the personalities of the program as well as
through its many public servants and associates, and
whereas, thousands of citizens and visitors were able to see
perhaps for the first time the Golden Gate Bridge and the
Golden Gate Park, the city of San Francisco, and the people of
the city, the television show, and the people of the city, the
the cable cars, the cable cars, the cable cars, the cable cars,
our city, as well as the people and the people of the city,
as San Francisco and the people of the city, the people of the city,
by the city and the people of the city, the people of the city,
the city and the people of the city, the people of the city,
to this friendly presentation of San Francisco and the people
vision be extended the appreciation of San Francisco.

NBC COSTA RICA NEWSMAN PAUL SANCHE APPARENTLY CAPTURED BY REBELS;
JOE MICHAELS AND CAMERAMAN RUSHED FROM N.Y. TO COVER UPRISING

- - -

Rebels Report Sanche Will Be Allowed to Cover Captors' Side of War

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Their reports on this war will be seen on "Today" on NBC-TV, Mondays through Fridays, 7-9 a.m., EST and CST, and 8-9 a.m., PST, and on the Camel-Plymouth "News Caravan," 7:45 p.m., EST.

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NBC-New York, 1/19/55

THE NEW YORK TIMES REPORTER HAS BEEN ADVISED BY THE
JOHN MICHAEL AND COMPANY THAT THE NEW YORK TIMES

REPORTER WILL BE ALLOWED TO COVER THE MATTER

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| STEVE ALLEN NAMED 1955 'CHIP OFF' THE OLD BLOCK' |

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Off the Old Block" award by E.L. Nicolay, president of the National

Potato Chip Institute. Steve was presented with the six-inch

diameter gold chip which goes with the award on the Monday night,

(Jan. 17) stanza of his NBC-TV TONIGHT program (Mondays through Fridays, 11:30 p.m.-1 a.m., EST).

To win the award, candidates must have become famous in a

field akin to that of a parent. Both Allen's parents were popular

vaudeville figures. Other celebrities so honored in recent years

include Lowell Thomas Jr., Maria Riva and Gary Crosby.

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'THIS IS YOUR LIFE' APPEAL FOR NEGRO JUNIOR COLLEGE FUND

BROUGHT IN MORE THAN \$600,000 SINCE DEC. 15 TELECAST

The latest total announced by the Ralph Edwards office on the

money raised through THIS IS YOUR LIFE (NBC-TV, Wednesdays, 10 p.m.,

EST) for the Piney Woods (Miss.) School is \$623,507.60. The appeal was

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president of the Negro junior college, Dr. Lawrence C. Jones, was the

principal subject. The school has a million dollar goal for its

endowment fund.

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NBC-New York, 1/19/55

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Don't know



COLOR TELEVISION NEWS

A SERVICE OF



* SYNOPSIS AND SCENES OF CLARE BOOTHE LUCE'S "THE WOMEN"
TO BE COLORCAST ON NBC'S "PRODUCER'S SHOWCASE"

MONDAY, FEB. 7, 8 TO 9:30 P.M., EST

* * * * *
"The Women," a play in three acts by Clare Boothe Luce, at once a biting satire and an illuminatingly revealing comedy of female foibles, told against a background of the haute monde, to be seen in compatible color and black and white on PRODUCERS' SHOWCASE Monday, Feb. 7 (NBC-TV, 8-9:30 p.m., EST).

The story concerns Mary Haines, a happily married society matron who is prodded by the gossip of her "best friends" to divorce her husband. How she faces up to the situation and is finally obliged to indulge in "jungle warfare" of her own makes for a bright, peppery and laugh-laden expose of a particular distaff set.

ACT I

- Scene 1 - Mary Haines' Living Room.
- 2 - Michael's Beauty Shop.
- 3 - Showroom and Fitting Room of a Dress Salon.
- 4 - An Exercise Room.

ACT II

- Scene 1 - Pantry in Mary's Apartment.
- 2 - The Haines' Living Room.
- 3 - Corner Table of an Exclusive Restaurant.
- 4 - Hotel Room, Reno.

ACT III

- Scene 1 - Crystal's Bathroom.
- 2 - Mary's Bedroom.
- 3 - Powder Room at the Casino Roof.

Surveys show that as many as 37,475,000 persons view the NBC-TV color Spectaculars.

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NBC-New York, 1/19/55

NBC-TV NEWS

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SAN FRANCISCO'S BOARD OF SUPERVISORS PASS RESOULTION
PRAISING NBC 'HOME' STAFF FOR FIVE-DAY VISIT

* _____ *

The Board of Supervisors of the City of San Francisco passed a resolution on Monday, Jan. 17, extending their appreciation to the staff of NBC-TV's HOME (Monday-Friday, 11 a.m. to 12 noon, EST) for the five daily one-hour telecasts which the program did in and about that city last week.

The complete text of the official resolution follows:

Whereas, during the five consecutive days from Jan. 10 to 14, 1955, for one full hour of each day, Miss Arlene Francis, nationally known television star, presented from San Francisco to a television audience of more than five million persons across the nation, on the program titled HOME on NBC-TV, some of the personality of San Francisco as seen through its many scenic landmarks and attractions, and whereas, thousands of viewers and listeners were able to see perhaps for the first time things and places here such as Golden Gate Park, Fisherman's Wharf, our trans-bay bridges, the cable cars, Telegraph Hill and other famous places in our city, as well as our people and their homes, and whereas, San Francisco has won many friends all over this nation by the charm and warmth of Miss Francis' manner in presenting our city and its people to her audience, now, therefore, be it resolved, that Miss Arlene Francis and the 27 members of HOME's staff who devoted so much of their time and talent to this friendly presentation of San Francisco over television be extended the appreciation of San Francisco.

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NBC-New York, 1/19/55

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NBC-New York, 1/19/55

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REDACTED REPORT STATE WILL BE ALLOWED TO VISIT HANOI, SAIGON BY THE

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NBC-New York, 1/19/55

THE FIRST PART OF THE REPORT
WAS CONCERNED WITH THE
GENERAL SITUATION OF THE
COUNTRY AT THE END OF 1910.

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THE FOURTH PART OF THE
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COUNTRY AT THE END OF 1914.
THE SIXTH PART OF THE
REPORT CONCERNED THE
SITUATION OF THE
COUNTRY AT THE END OF 1915.
THE SEVENTH PART OF THE
REPORT CONCERNED THE
SITUATION OF THE
COUNTRY AT THE END OF 1916.



color television presents

A MAX LIEBMAN PRODUCTION

PERRY COMO AND KITTY KALLEN SCHEDULED FOR 'VARIETY' SPECTACULAR
ON NBC SUNDAY, JAN. 30 (7:30-9 P.M., EST) WITH LONG LIST OF
OTHER HEADLINERS; EILEEN BARTON TO APPEAR ON LATER DATE

Singing star Perry Como will make his first Spectacular
appearance on VARIETY, the Sunday, Jan. 30, Max Liebman musical
revue (NBC-TV, 7:30 to 9 p.m., EST).

Como will be joined by attractive Kitty Kallen as a mem-
ber of the stellar group in "Variety's" cast. Others starring
in the revue include Buddy Hackett, Pat Carroll, dancers Bambi
Linn and Rod Alexander and special guest for the evening, Herb
Shriner.

Also appearing in the Spectacular will be singers Bill
Hayes, Jack Russell and Danny Scholl.

Singer Eileen Barton, originally scheduled to appear in
"Variety" has withdrawn because of conflicting engagements.
She will appear on a subsequent Spectacular.

"Variety" will be telecast in live compatible color as
well as high-quality black and white. Spectaculars are viewed
by as many as 37,475,000 people.

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NBC-New York, 1/20/55



COLOR TELEVISION NEWS

A SERVICE OF



NEWSWEEK COVER ARTICLE ON AMBASSADOR CLARE BOOTHE LUCE TERMS HER
PLAY 'THE WOMEN' (NBC-TV, MONDAY, FEB. 7, 8-9:30 P.M., EST)
'AS BRIGHT AS A NEW COAT OF NAIL POLISH...IN REHEARSAL'

"Madam Ambassador Clare Boothe Luce: Her Versatile and Crowded Years" is the title of the leading feature, a cover story, in the current (Jan. 24) issue of Newsweek.

The article highlights the brilliant career of the diplomat, starting with a quote from Mrs. Luce's most popular play, "The Women," which will be seen (in compatible color and black and white) on PRODUCERS' SHOWCASE Monday, Feb. 7 (NBC-TV, 8-9:30 p.m., EST).

Shelley Winters, Paulette Goddard, Ruth Hussey, Mary Astor, Nancy Olson, Mary Boland, Valerie Bettis and Cathleen Nesbitt, will portray the leads in the all-female cast.

Referring to "The Women," the Newsweek story calls it "still as bright as a new coat of nail polish, in rehearsal for a...TV performance on NBC's "Producers' Showcase" Feb. 7."

"The night after Christmas 1936," Newsweek continues, "the curtain rose on four actresses, convincingly fitted out as young Park Avenue matrons, playing a game of conversational bridge on the stage of the Ethel Barrymore Theatre. As the plot of 'The Women' shook itself out....the audience had the uncomfortable feeling of seeing a social satire that really hurt...'The Women' was a biting, clawing success. Its fame was, and is, such that it made people forget,

(more)

generally, some of Clare Boothe Luce's other writing triumphs -- how she rose within two years to become, in 1932, managing editor of Vanity Fair, how she fielded two other commendable plays on Broadway -- 'Kiss the Boys Good-bye' (a lampoon on Hollywood and the South) and 'Margin for Error' (an anti-Nazi melodrama in 1939); how she did some pert-reporting during the second world war (for Time, Inc.)."

The variety and success of Mrs. Luce's own career as socialite, editor, dramatist, congresswoman and ambassador would seem to be a living illustration of a quoted line from her play, "The Women," wherein a little girl asks: "Oh Mother, what fun is there to be a lady? What can a lady do?"

To which her mother replies: "These days, darling, ladies do all the things men do..."

Mrs. Luce claims that "being a playwright and casting plays is really excellent preparation for diplomacy. I watch a man's inflections, his gestures, his manner of speaking -- and try to determine what his inner convictions really are -- very much in the same way that a playwright casts the characters for one of his plays."

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NBC-New York, 1/20/55

NBC-TV NEWS

FILMED PRESIDENTIAL PRESS CONFERENCE, A HISTORIC 'FIRST,'
PRESENTED ON NBC-TV; ACTUAL QUESTIONS AND ANSWERS HEARD

The first newsfilm of a Presidential news conference made for television was presented in a special half-hour program over NBC-TV Wednesday, Jan. 19 (11:30 p.m. to 12 midnight, EST).

The program, originating in the NBC Washington, D.C., studios presented the full 30 minutes of the film along with "live" reports by narrator David Brinkley and NBC White House correspondent Ray Scherer, who explained the precedents and events leading up to the historic filming of the actual question-and-answer press conference.

The proceedings were filmed by a National Broadcasting Company film crew in Washington, on a pool basis with the other networks, under the supervision of Julian Goodman, NBC's Washington head of news and special events. Leroy Anderson handled the cameras. After the film was developed, portions to be shown were selected by the White House and released to television for showing.

Earlier in the evening, the "Plymouth News Caravan" (7:45 p.m., EST) with John Cameron Swayze originated in Washington, utilizing the film and Swayze's personal views after attending the press conference.

This morning (Jan. 20) "Today" carried excerpts of the conference on all scheduled news cut-ins.

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NBC-New York, 1/20/55

JAMES A. WETHINGTON NAMED SALES MANAGER OF TELEVISION KONA

Appointment of James A. Wethington as sales manager of Television KONA, Honolulu, Hawaii, was announced today by John D. Keating, president and general manager of the station. The appointment becomes effective immediately.

Mr. Wethington was formerly executive vice president of the William G. Rambeau Company, Inc., New York, radio and television sales representatives. Wethington joined the Rambeau Company in March, 1951, as a sales executive. One year later he was appointed vice president of the company. In September, 1952, he became its executive vice president. He has extensive sales experience in the broadcasting industry and is widely acquainted in advertising agency circles in the continental United States.

Before he joined the Rambeau Company, Mr. Wethington was a sales executive with WICC, Bridgeport, Conn. (1949-1951). Previously, he was commercial manager of KSLO, Opelousas, La. (1948-1949). His early experience was with the New York Central Railroad in New York.

Mr. Wethington is visiting advertising agencies in New York, Chicago, San Francisco and Los Angeles en route to Honolulu. He is also conferring with executives of NBC Spot Sales which is the national sales representative for Television KONA.

Mr. Wethington was born in Atlanta, Ga. During World War II he served with the 27th Infantry Division in the Pacific Theater of Operations and spent considerable time in Hawaii.

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NBC-New York, 1/20/55

NBC-TV NEWS

NBC'S ROBERT W. SARNOFF NAMED CHAIRMAN OF ENTERTAINMENT
COMMITTEE FOR THE SALVATION ARMY'S 1955 APPEAL

Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company, has been named Chairman of the Entertainment Committee of the Salvation Army's 1955 Appeal.

The Salvation Army this year is seeking \$1,250,000 in contributions -- or approximately 36 per cent of its budget -- for operation of 60 services and institutions throughout New York City.

Burl S. Watson is General Chairman of the drive.

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'DOODY DIME DAY' EXPECTED TO BRING MARCH OF DIMES
CONSIDERABLE CONTRIBUTIONS BY JAN. 28 GOAL DATE

"Doody Dime Day," a March of Dimes TV appeal to the nation's youngsters, launched on the HOWDY DOODY program Monday, Jan. 17, will reach its climax on the telecast of Friday, Jan. 28.

During the two-week period members of Howdy's vast audience will be asked to do some chore at home which will enable them to earn at least a dime. On Jan. 28 all earned dimes are to be sent to Box 555, New York 5, N.Y.

Buffalo Bob Smith, star of the program, will keep the appeal a secret from Howdy. However, youngsters who watch the program (NBC-TV, Monday through Friday, 5:30-6 p.m., EST) will be in on what is happening and will join Bob in surprising Howdy on the 28th with what is expected to be a deluge of dimes. The total amount collected will be turned over to the National Foundation for Infantile Paralysis.

"Do Your Duty on Doody Dime Day," will be Bob's slogan until the 28th.

"Howdy Doody" is heard on a total of 110 stations by approximately ten million youngsters.

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NBC-New York, 1/20/55

JANE PICKENS HONORED AT WASHINGTON'S 'NIGHT OF STARS'

NBC Radio singing star Jane Pickens will be the guest of honor at a "Night of Stars" in Washington, D.C., Wednesday, Jan. 26 (not a broadcast). The event will be held under the auspices of the Ladies Auxiliary of the Veterans of Foreign Wars.

Miss Pickens is national secretary of United Cerebral Palsy and will be honored for her work with that organization.

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REV. ROBERT RICHARDS, OLYMPIC POLE VAULTER, ALLOWED TO KEEP
GIFTS PRESENTED ON NBC-TV'S 'THIS IS YOUR LIFE'

The Rev. Robert Richards, minister of the United Brethren Church and Olympic champion pole vaulter will be allowed to keep the gifts presented him on the Jan. 12 telecast of Ralph Edwards' THIS IS YOUR LIFE (NBC-TV, Wednesdays, 10 p.m., EST).

According to a statement made by the national secretary of the Amateur Athletic Union, the gifts were given for his use in his church work, and not because of his prowess as an athlete. Producers of the program had already cleared the matter with the sectional office of the A.A.U. prior to the program lest the young minister's amateur standing be jeopardized.

It was decided that the gifts, including an automobile, could be accepted by Richards. Since the identity of the principal subject is kept a secret from him until the show is on the air, Richards had no idea of the gift presentation until it actually happened.

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| A CHINESE PUZZLE: WHAT HAPPENED TO NBC NEWSMAN'S CAPTIONS? |
* * *

Some timely observations on the character and habits of the Communist Chinese in connection with film captions came into NBC News headquarters in New York this week from William Stevenson, network cameraman-reporter in Hong Kong.

Stevenson, who tried vainly to reach Peiping to cover UN Secretary-General Dag Hammarskjold's visit there (he tilted at planes and trains that mysteriously refused to depart for five days in Canton) wrote the following about the adventure of the missing captions:

"My NBC caption sheets evaporated in Canton.

"Since I don't usually lose papers (and these were stuffed in the bottom of my camera case) I suspect some of the comrades are chortling happily over these sinister documents.

"As earnest followers of Elder Brother Russia, the mandarins get full Marx but there's a distinctively Chinese touch about their quiet extraction of those caption sheets. Just as you get to thinking it's the sort of joke that tickles a Chinese comrade wherever he keeps his funny-bone under all those quilts, he turns dourly Slavonic. So I suppose those sheets will turn up some day in another spy melodrama."

Stevenson had one more comment to make -- to wit:

"There may be several long, blank spots on the enclosed films. The camera had been opened two or three times."

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NBC-New York, 1/20/55



TRADE NEWS

A SERVICE OF



January 21, 1955

MOTION PICTURE ACADEMY NOMINATIONS TO BE TELECAST FOR FIRST TIME;

JACK WEBB WILL EMCEE FEB. 12 EVENT ON NBC TELEVISION NETWORK

- - -

Oldsmobile Division of General Motors Will Sponsor 1½-Hour Program

Jack Webb, star of "Dragnet" on both NBC-TV and Radio, will be master of ceremonies for the first telecast of the MOTION PICTURE ACADEMY NOMINATIONS ceremony which will be presented Saturday, Feb. 12 (NBC-TV, 9 to 10:30 p.m., EST). The telecast will originate at the NBC studios in Burbank, Calif. The actual awards ceremony has been broadcast and telecast by NBC for the past two years. This season the event will take place March 30.

Plans include a set which will reveal how set designers work, use of the model submarine from a Walt Disney motion picture and other special effects. There will be remote pickups from several supper clubs and hotels in Hollywood. As nominations are announced, the TV cameras will focus on special sets in the studio.

Alan Handley will produce the program for NBC-TV. The Oldsmobile Division of General Motors is the sponsor, through the D.P. Brother Advertising Agency of Detroit.

A six-year contract for rights to broadcast by television and radio both the Academy Nominations and the Awards was signed by NBC recently.

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color television presents

A MAX LIEBMAN PRODUCTION

BIL AND CORA BAIRD BRING THEIR PUPPETS BACK TO SPECTACULARS,
ADDING THEIR TALENTS TO STAR-STUDED 'VARIETY' JAN. 30
(NBC-TV, 7:30 TO 9 P.M., EST)

Bill and Cora Baird bring their charming puppets back to the Spectaculars when they pay a return visit on Max Liebman's Sunday, Jan. 30 production VARIETY (NBC-TV, 7:30 to 9 p.m., EST).

One of the Baird "little people" a wily kitten, will play a leading role in songstress Kitty Kallen's rendition of the popular song, "Don't Let the Kitty Get In."

Perry Como will sing five of his best-known tunes during "Variety," ranging from a mambo to a sentimental ballad. They will include the old standard "Ain't Misbehavin'," his top record hit "Papa Loves Mambo," the sprightly "Kokomo," the sentimental "You'll Always Be My Lifetime Sweetheart," and "Peace of Mind," one of his most recent hits.

Spectaculars are telecast both in live compatible color and high quality black and white. They are seen by as many as 37,475,000 viewers.

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NBC-New York, 1/21/55

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REDBOOK'S MOTION PICTURE INDUSTRY AWARD TO BE MADE TO
PARAMOUNT PICTURES DURING 'LUX THEATRE' TELECAST

Redbook Magazine announced today that Paramount Pictures Corporation will win the magazine's 16th annual award for "most distinguished contribution to the motion picture industry." Formal announcement will be made by host-narrator James Mason on LUX VIDEO THEATRE Thursday, Jan. 27 (NBC-TV 10 to 11 p.m., EST) when Wade Nichols, associate publisher and editor of Redbook, will present the silver cup to Don Hartman, head of production at Paramount.

The complete cast for the dramatic portion of the program that evening, will star Louis Hayward and Marilyn Erskine, with Isobel Elsom, Pamela Duncan, Rex Evans, Richard Aherne and Donald Lawton in "So Evil My Love."

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AFRS TO BROADCAST 'CONVERSATION' TO OVERSEAS GIs

Overseas GIs will hear NBC Radio's CONVERSATION program via shortwave as a result of a request coming to producer Louis Cowan from the Armed Forces Press, Radio and Television Service.

Tapes will be supplied regularly to the AFRS, which broadcasts daily educational and entertainment programs to U.S. overseas troops via shortwave radio. AFRS terms "Conversation," a weekly program devoted to the art of good talk, "a very desirable feature for the Armed Forces."

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NBC-New York, 1/21/55

'TELL FIVE' SLOGAN OF HAPPY FELTON IS HEEDDED BY
22,000 'SPOTLIGHT GANG' FANS THROUGH U.S.A.

"Tell Five."

That motto of HAPPY FELTON'S SPOTLIGHT GANG has been heeded by more than 22,000 children throughout the United States in the two months since the premiere of the popular Saturday NBC-TV show (10 a.m., EST).

The club's growth is explained by its "Tell Five" slogan. To join the "Spotlight Gang," members send Happy postcards listing the names of five friends they have told about the program. The postcards make the senders eligible to win one of the two bicycles awarded each week to a "Spotlight Gang" member.

Cities in which youngsters are now riding bicycles won as members of "Happy Felton's Spotlight Gang" include: Seattle, Wash.; Baltimore, Md.; Alcoa, Tenn.; Jackson, Miss.; Detroit, Mich.; Hazel Park, Mich.; West Englewood, N.J.; Chattanooga, Tenn., and West Frankfort, Ill.

The show features films of outstanding circus and variety acts followed by a quiz based on the films.

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NBC'S BARRY WOOD TO TELL DALLAS SALES CLUB

"WHAT'S AHEAD IN NBC PROGRAMMING"

Barry Wood, director of special events and color coordinator of the National Broadcasting Company, will address the Salesmanship Club of Dallas, Texas, Thursday, Jan. 27.

His topic will be "What's Ahead in NBC Programming." A color kinescope recording of segments of NBC color television productions will be projected to illustrate a portion of Mr. Wood's talk.

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NBC-New York, 1/21/55

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COLOR TELEVISION NEWS

A SERVICE OF



CREDITS FOR "THE WOMEN" ON "PRODUCERS' SHOWCASE" COLORCAST
MONDAY, FEB. 7, NBC-TV, 8-9:30 P.M., EST

PROGRAM:

PRODUCERS' SHOWCASE presents "The Women," a three-act comedy by Clare Boothe Luce, adapted from her successful stage play which later became a film hit. A sociological satire on the female of the species, set against a glamorous Park Avenue background which is eventually extended to Reno and back. With an all-female cast.

TIME:

NBC-TV, Monday, Feb. 7, 8-9:30 p.m., EST

CAST:

Shelley Winters, Paulette Goddard, Ruth Hussey, Mary Astor, Nancy Olson, Mary Boland, Valerie Bettis and Cathleen Nesbitt are starred. Bibi Osterwald, Pat Carroll, Nita Talbot, Paula Laurence and Jada Rowland are featured.

AUTHOR:

Clare Boothe Luce

TV ADAPTATION:

Sumner Locke Elliott

PRODUCER:

Fred Coe

GUEST PRODUCER:

Max Gordon

DIRECTOR:

Vincent Donehue

EXECUTIVE PRODUCER:

Jack Rayel

ASSOCIATE PRODUCER:

Bill Nichols

SETTINGS BY:

Paul Barnes

COSTUMES:

Guy Kent

TECHNICAL DIRECTOR:

Larry Elikann

LIGHTING:

Jack Fitzpatrick

MAKE-UP:

Dick Smith

SPONSORS:

Radio Corporation of America and the Ford Motor Company

AGENCY:

Kenyon & Eckhardt, Inc. (for both sponsors)

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NBC-New York, 1/21/55

THE UNITED STATES OF AMERICA

DEPARTMENT OF THE INTERIOR

UNITED STATES GEOLOGICAL SURVEY
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TRADE NEWS

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EDWARD STEICHEN, DEAN OF AMERICAN PHOTOGRAPHERS, TO LOOK BACK
75 YEARS IN INTERVIEW ON NBC'S 'ELDER WISE MEN' SERIES

"Every now and then a man owes himself a good swift kick in the pants."

Edward Steichen, now dean of American photographers, was talking about the final break between his careers as painter and photographer when he said that. He'll be talking about it again (among other things) when he looks back over his 75 years Sunday, Jan. 30 (5:30 p.m., EST), in one of NBC-TV's continuing series of filmed conversations with "elder wise men."

For many years Steichen regarded himself primarily as a painter. But one day in his studio outside Paris, in 1920, when he was over 40, he saw a copy of one of his paintings. He learned that his gardener had done it. He asked to see some of the gardener's own paintings, found them better, in a way, than his own. He and the gardener pulled all of Steichen's paintings into the yard and made a bonfire of them all. From then on, Steichen devoted himself entirely to the camera.

To "reapprentice" himself to photography, Steichen locked himself up in his garden and began a series of experiments. Throughout one entire Summer he photographed a white cup and saucer on a white ground more than 1,000 times. "I mastered that charlatan, light," he said, "and the cussedness of inanimate things."

Henry Salomon produced the "elder wise man" film.

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NBC-New York, 1/21/55



COLOR TELEVISION NEWS

A SERVICE OF



USE OF COLOR TV IN 'HOME' INTERIOR DECORATING SEGMENT JAN. 27
WILL HIGHLIGHT ADAPTABILITY OF HUES IN CHILDREN'S FURNITURE

Nancyann Graham, interior decorations editor of HOME (NBC-TV, Monday's through Fridays, 11 a.m. to 12 noon, EST) will present a feature in color and black and white Thursday, Jan. 27, when John Peter, designer of a new group of children's furniture, will be her guest.

Mr. Peter will discuss and demonstrate a ready-to-assemble-and-paint line of coordinated furniture, the first of its kind. He will show how it is packed, how it can be assembled in minutes, and how it can be painted or finished for use.

The segment will start in black and white and gradually go into color for contrast and highlighting of the adaptability and importance of color in children's furniture.

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NBC-New York, 1/21/55



TELEVISION NEWS

A SERVICE OF



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January 21, 1955

NBC SPECTACULAR, 'BABES IN TOYLAND,' LEADS NIELSEN 'TOP TEN';
LATEST SURVEY SHOWS NBC-TV DOMINATING WITH 'SIX OUT OF TEN'

NBC-TV's color Spectacular, BABES IN TOYLAND, is the Number One show in the latest Nielsen list of the nation's "top ten" television programs released today.

Five other NBC-TV programs, including the "Producers' Showcase" color Spectacular, "Dateline," dominate the "top ten" survey compiled by the national audience counting service.

"Babes in Toyland," a 90-minute color version (also seen in black and white) of Victor Herbert's operetta produced by Max Liebman, was seen in 14,569,000 homes, according to the Nielsen survey. This is the first non-regularly scheduled entertainment event ever to top the Nielsen survey.

The network's color Spectacular shows have consistently been of top-ten calibre and have been seen by as many as 37,475,000 viewers.

In another feature of the current Nielsen report, the appearance of Martin and Lewis on the Dec. 19 "Colgate Comedy Hour" rang up a rating of 48.7, a one-week rating that was topped only by "Babes in Toyland" and the second ranked program.

The Nielsen list for the two-week period ending Dec. 25 follows:

(more)

2 - 'Nielsen Ratings'

1. BABES IN TOYLAND -- 50.5 (NBC)
2. I Love Lucy -- 50.1
3. Jackie Gleason Show -- 48.1
4. Toast of the Town -- 45.5
5. DRAGNET -- 44.1 (NBC)
6. Disneyland -- 42.4
7. BUICK-BERLE SHOW -- 42.0 (NBC)
8. YOU BET YOUR LIFE -- 41.1 (NBC)
9. MARTHA RAYE SHOW -- 40.4 (NBC)
10. PRODUCERS' SHOWCASE (DATELINE) -- 40.3 (NBC)

On the basis of homes reached, NBC-TV placed seven shows among Nielsen's list of the top 11 programs:

1. I Love Lucy -- 14,759,000
2. BABES IN TOYLAND -- 14,569,000 (NBC)
3. Jackie Gleason Show -- 13,641,000
4. Toast of the Town -- 13,127,000
5. DRAGNET -- 12,824,000 (NBC)
6. BUICK-BERLE SHOW -- 12, 243,000 (NBC)
7. YOU BET YOUR LIFE -- 12,063,000 (NBC)
8. Disneyland -- 11,859,000
9. MARTHA RAYE SHOW -- 11,655,000 (NBC)
10. COLGATE COMEDY HOUR -- 11,566,000 (NBC)
11. PRODUCERS' SHOWCASE (DATELINE) -- 11,506,000 (NBC)

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NBC-New York, 1/21/55



TRADE NEWS

A SERVICE OF



January 24, 1955

NBC RADIO TO CONTINUE SALUTE-BIOGRAPHIES ON MONTHLY BASIS

- - -

Next 3: Carl Sandburg (Feb. 20), G.B. Shaw (March 20) 'FDR' (April 10)

The highly successful radio "salute-biography" series begun by NBC News last Fall will continue on a monthly basis this Spring with 55-minute programs devoted to Carl Sandburg, George Bernard Shaw, and Franklin Delano Roosevelt.

Poet Sandburg's works and life will be dramatized on Sunday, Feb. 20, Dramatist Shaw's career will be presented on Sunday, March 20 and President Roosevelt's story will be told on Sunday, April 10, a decade after his death. All three programs will be presented 7-7:55 p.m., EST.

NBC News began its experiment in paying tribute to great personage through the medium of anecdotes, narration and recordings of the principal subject's voice last November with a tribute to Sir Winston Churchill on the occasion of his 80th birthday. It was cited as the "Documentary of the Year -- Radio" by the nation's radio and television editors in a poll conducted by Radio-Television Daily.

Ernest Hemingway warranted the next show, and it was described by New York Times critic Jack Gould as one of the best documentaries he had heard in many a year.

This past weekend Gertrude Lawrence's story was told.

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THE UNIVERSITY OF CHICAGO PRESS

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color television presents

A MAX LIEBMAN PRODUCTION

'BUTTERCUP BABY' AND HER PALS DIG A LITTLE IN MAMBO-TIME

'PINAFORE' ON 'VARIETY' COLOR SPECTACULAR ON NBC-TV

(SUNDAY, JAN. 30, 7:30-9 P.M., EST)

"Pinafore" is cool, man -- it's CRAZY! If you don't believe it, dig a little of that Gilbert and Sullivan on Sunday, Jan. 30 when Max Liebman presents VARIETY (NBC-TV, 7:30 to 9 p.m., EST).

The H.M.S. Pinafore never looked so streamlined as it will when lovable Kitty Kallen sashays into view as the tender heroine, Josephine. Handsome Bill Hayes will be the lovelorn sailor, Ralph, who loves a "maid above his station." Comedienne Pat Carroll puts half-Nelson on the role of "Sweet, Little Buttercup," (which now reads "Buttercup Baby"), Jack Russell plays "Sir Joseph Porter, K.C.B.," and Danny Scholl will be Ralph's chief competition for Josephine -- "Captain Corcoran."

If the names of the characters all look the same, the rhythm of the songs is anything but the same. The story about the eager beaver who "served a term as office boy to an attorney's firm" has been converted to "De Queen's Navy Mambo" and will be sung by Jack Russell. The slender, handsome Russell may not be quite so pompous or doughty as Gilbert and Sullivan intended but EVERYTHING about "Pinafore" has been streamlined. Even his "Sisters, Cousins and His Aunts" -- who will be played by the pretty young ladies of the chorus. The

(more)

sollicitous "Hebe" will be played by Claire Chatwin, a regular on all Spectaculars.

In addition to the hot-rod version of "Pinafore," there will be a series of comedy sketches done by Buddy Hackett, currently starring in "Lunatics and Lovers" on Broadway and Pat Carroll, who is paying a return visit to the Spectaculars; a monologue by the pride of Indiana, special guest for the evening, Herb Shriner, and a group of songs by RCA Victor recording artist Perry Como.

The program will be presented in compatible color and black and white. Spectaculars are seen by as many as 37,475,000 viewers, according to surveys.

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NBC-New York, 1/24/55

In addition to the two volumes of "The Williamson Family" (1871-1941)

he is author of several volumes of "The Williamson Family" (1871-1941)

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The volume will be published in 1871-1941

and will be published in 1871-1941

viewing, according to the

1871-1941

1871-1941



COLOR TELEVISION NEWS

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CAST LIST FOR "THE WOMEN" ON "PRODUCERS' SHOWCASE"

MONDAY, FEB. 7, NBC-TV, 8-9:30 P.M., EST

- - -

"THE WOMEN" by Clare Boothe Luce

Crystal Allen.....	Shelley Winters
Sylvia (Mrs. Howard Fowler).....	Paulette Goddard
Mary (Mrs. Stephen Haines).....	Ruth Hussey
Nancy (Miss Blake).....	Mary Astor
Peggy (Mrs. John Day).....	Nancy Olson
Countess de Lage.....	Mary Boland
Miriam Aarons.....	Valerie Bettis
Mrs. Moorehead.....	Cathleen Nesbitt
Edith (Mrs. Phelps Potter).....	Bibi Osterwald
Gym Instructress.....	Pat Carroll
Olga.....	Nita Talbot
First Saleslady.....	Paula Laurence
Little Mary.....	Jada Rowland
Maggie (Mary's Cook-Housekeeper).....	Mary Michael
Miss Watts (a Secretary).....	Nan MacFarland
Jane (Mary's Personal Maid).....	Sybil Baker
Lucy (Reno Hotel Housekeeper).....	Paula Bauersmith
Mrs. Wagstaff.....	Helen Raymond
Hairdresser.....	Jeanne Murray
Helen (Crystal's Maid).....	Sara Mead
Second Saleslady.....	Agnes Doyle
Second Hairdresser.....	Lennie Dunne
Cigarette Girl.....	Brett Somers
Dowager.....	Frances Woodbury
Debutante.....	Sandra Church

(THIS PROGRAM WILL BE SEEN IN COLOR AND IN BLACK AND WHITE).

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NBC-New York, 1/24/55



COLOR TELEVISION NEWS

A SERVICE OF



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NBC COLOR TELECASTS FOR WEEK

(Jan. 30 -- Feb. 5, NBC-TV Network including WRCA-TV)

Sunday, Jan. 30

7:30-9:00 p.m., EST -- Max Liebman Presents
"Variety," the sixth in the series of Sunday
Spectaculars. A musical revue starring Perry
Como, Kitty Kallen, Buddy Hackett, Pat Carroll,
and special guest Herb Shriner and featuring
Bill Hayes, Jack Russell and Danny Scholl.

Tuesday, Feb. 1

11:32-11:44 a.m., and 11:55-11:58 a.m., EST --
on HOME. Hugh Downs will interview Dong Kingman,
noted contemporary Chinese water color artist,
as they preview two pictures from Kingman's
Spring exhibition at Midtown Galleries, New York.

Wednesday, Feb. 2

7:00-7:30 p.m., EST -- "Norby," with David Wayne
and Joan Lorrington. Today's episode is entitled
"Mad Thursday." Joan Lorrington portrays Helen
Norby, whose usual instincts of wifely thrift
give way once a year to a mad urge for extrava-
gance.

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NBC-New York, 1/24/55

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CREDITS FOR 'A CONVERSATION WITH EDWARD STEICHEN' ON NBC-TV

PROGRAM:	A CONVERSATION WITH EDWARD STEICHEN
TIME:	NBC-TV, Sunday, Jan. 30, 5:30-6 p.m., EST.
DESCRIPTION:	The "dean of American photographers" looks back over his 75 years in one of NBC-TV's continuing series of filmed conversations with "elder wise men." In it, he speaks with Wayne Miller, friend and fellow photographer.
EXECUTIVE DIRECTOR AND PRODUCER:	Henry Salomon.
DIRECTOR AND EDITOR:	Isaac Kleinermerman.
ASSOCIATE DIRECTOR:	Richard Hanser.
PRODUCTION MANAGER:	Donald Hyatt.
PHOTOGRAPHERS:	Cy Avnet and Jesse Sabin.

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NBC-New York, 1/24/55



TRADE NEWS

A SERVICE OF



January 25, 1955

S. HUOK, FAMOUS IMPRESARIO, RETAINED BY NBC AS TV CONSULTANT;
LEAVES ON EUROPEAN TALENT QUEST FOR "PRODUCERS' SHOWCASE"

S. Hurok, the internationally famous impresario, has been retained as a television consultant, it was announced today by Sylvester L. Weaver Jr., President of the National Broadcasting Company.

In this new capacity, Mr. Hurok left New York yesterday (Jan. 24) for a four-weeks visit to the capital cities of Europe in search of talent of international renown for presentation on PRODUCERS' SHOWCASE, the NBC Monday night color Spectaculars.

"Mr. Hurok's agreement to serve as television consultant is the culmination of our long-held wish for Mr. Hurok to contribute his unique talents to the production of a number of the 'Producers' Showcase' Monday night color Spectaculars," said Mr. Weaver. "The scope of television entertainment will be broadened and enriched through his initial efforts in this field.

"Literally thousands of individual concert artists as well as ballet, opera and theatrical companies have been imported to this country by Mr. Hurok. Among them have been such notable groups as the Sadler's Wells Ballet, the Old Vic, and the Kabuki Dancers of Tokyo.

(more)

Perhaps more than any other single individual, Mr. Hurok has developed the appetite and desire of the American public for the finest in entertainment of cultural flavor.

"Mr. Hurok will give his attention to the development of new production ideas and artistic vehicles for 'Producers' Showcase.' He will bring to the great and growing Spectacular audiences new entertainment features embodying the finest cultural values."

Mr. Weaver pointed out that Mr. Hurok's television activities will not affect his status as one of the last independent impresarios. His activities in this field will, in fact, be greatly enlarged next season when he introduces to this country the renowned Comedie Francaise of Paris, the Scots Guards Band, the Antonio Spanish Ballet of Madrid, and the Santa Cecilia Choir of Rome.

The current roster of Hurok artists, a literal "Who's Who" of the concert world, includes Marian Anderson, Artur Rubinstein, Jan Peerce, Roberta Peters, Isaac Stern and Patrice Munsel, among many others.

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NBC-New York, 1/25/55

perhaps more than any other single individual, the House has developed
the reputation and history of the House and people the House is
interested in all these things.

Mr. HATCH will have his attention to the development of the
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many others.

Mr. HATCH will have his attention to the development of the



TRADE NEWS

A SERVICE OF



January 25, 1955

\$500,000 IN PARTICIPATIONS ON 'TODAY,' 'HOME' AND 'TONIGHT'
BOUGHT BY CALIFORNIA PACKING CO.

The California Packing Company of San Francisco has bought \$500,000 in participations on NBC-TV's "Today," "Home" and "Tonight" shows, it was announced today by ^ORay Porteous, NBC sales manager in charge of participating programs.

The packing firm will advertise its Del Monte line of canned vegetables, fruit juices and catsup at the rate of three participations a week for 26 weeks.

The order was placed through McCann-Erickson, Inc. of Los Angeles.

"Today," starring Dave Garroway, is seen Monday through Friday, 7 a.m. - 9 a.m., EST and CST; and 8-9 a.m., PST. "Home," starring Arlene Francis, is seen Monday through Friday, 11 a.m.-12 noon, EST. Steve Allen is the star of "Tonight," seen Monday through Friday, 11:30 p.m.-1 a.m., EST.

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TRADE NEWS

A SERVICE OF



January 25, 1955

WIDELY ACCLAIMED 'KRAFT TV THEATRE' PRODUCTION OF 'PATTERNS'
WILL BE REPEATED ON NBC-TV TELECAST OF WEDNESDAY, FEB. 9

- - -

Original Cast of Rod Serling Drama to Appear in Unprecedented
Repeat Performance; Sponsor Terms Response 'Overwhelming'

Critical acclaim for the drama "Patterns," presented on
KRAFT TELEVISION THEATRE Wednesday, Jan. 12 has resulted in a re-
scheduling of the play on the Kraft program of Wednesday, Feb. 9
(NBC-TV, 9 p.m., EST).

The "live" repeat of the original teleplay by Rod Serling
less than a month after its initial production is believed to be an
unprecedented move in television programming.

Announcing the decision for the repeat performance John H.
Platt, vice president in charge of advertising and public relations
for Kraft said: "Actually this precedent-setting repeat is against
our policy, but we have been fully sensitive to the desires and
viewing pleasures of our audience. It was their overwhelming and
unanimous response alone in the form of letters, phone calls and
wires, applauding our efforts, that inspired this step.

(more)

2 - 'Kraft Television Theatre'

"No other performance of the 'Kraft Television Theatre' in the nearly eight years it has been presented," Platt announced "has brought such a tremendous. . .response."

The play will be repeated in its entirety with the original cast including Richard Kiley, Ed Begley, Everett Sloane and Elizabeth Wilson in leading roles.

As in the first production, it will be directed by Fielder Cook.

"Patterns," proclaimed a monumental achievement of the television medium in conception and presentation, is the story of the top executive of a big business and the decision of one of his young employees to challenge his fiercely held pattern of competitive action.

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NBC-New York, 1/25/55

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WBC-New York, 1/25/55



color television presents

A MAX LIEBMAN PRODUCTION

PERRY COMO, KITTY KALLEN, PAT CARROLL, BUDDY HACKETT, BILL HAYES, JACK RUSSELL, DANNY SCHOLL; SPECIAL GUEST HERB SHRINER ADD SPICE AND FUN TO 'VARIETY' (NBC, SUNDAY, JAN. 30, 7:30-9 P.M., EST)

Changes in the cast lineup of Max Liebman's Sunday, Jan. 30, star-studded Spectacular, VARIETY (NBC-TV, 7:30 to 9 p.m., EST), include the postponement of Bil and Cora Baird's puppets until a later Spectacular. Bambi Linn and Rod Alexander originally scheduled to appear on the program also will appear at a later date, although all choreography for the jazz version of "Pinafore" is being done by Alexander.

Kitty Kallen, will sing her hit record "Little Things Mean a Lot" rather than the song "Don't Let the Kitty Get In."

"Variety" will star Perry Como; Kitty Kallen, Pat Carroll and Buddy Hackett, with special guest Herb Shriner. Others in the cast of the musical revue will include Bill Hayes, Jack Russell and Danny Scholl.

Spectaculars which are telecast in live compatible color as well as high quality black and white, are seen by as many as 37,475,000 viewers.

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NBC-New York, 1/25/55

PAUL SANCHE, NBC COSTA RICA NEWSMAN, RELEASED BY REBELS

Paul Sanche, NBC News correspondent who was captured by rebel forces in Costa Rica at the outbreak of the war, was released unharmed last Wednesday night (Jan. 19).

Here are some of his observations on the treatment he received: "They wouldn't believe we were news correspondents, so they took everything away from us, cameras, papers, everything, and they decided to tie our hands behind our backs so we couldn't escape.

"They were quite rough. They kept consulting us, thinking that we were out from the other side. Some of the officers started believing that we were news correspondents, so they decided to untie us. We were tied and untied, and some trusted us and some didn't."

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NBC NEWS REINFORCES FORMOSA COVERAGE

NBC News' Tokyo Bureau Chief George Folster was dispatched to Formosa over the weekend to line up a representative to help film correspondent Bob Hecox in that suddenly activated area. Hecox has been doubling in film and radio there for the past six weeks.

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NBC-New York, 1/25/55



TRADE NEWS

A SERVICE OF



January 26, 1955

RED BUTTONS PORTRAYS HIMSELF--A TV COMIC--IN NEW PROGRAM FORMAT;
SIGNS WRITERS BILL DAVENPORT, JOHNNY GREEN TO LIFETIME CONTRACTS

NBC-TV comedian Red Buttons, who has run through an assembly line of gag writers in the past two seasons, has just signed two new writers to a lifetime contract.

"Of course," said Red, "having been in the hospital twice in recent weeks, I have a very short life expectancy."

The comic's business manager, Jonas Silverstone, explained seriously that Buttons is so pleased with the format dreamed up by writers Bill Davenport and Johnny Green, that he has signed them for the duration of his career on television. Davenport has written for "Ozzie and Harriet" and Green for "Blondie," "Danny Thomas" and "Dear Phoebe."

"The new format is a domestic comedy," Buttons explained, "in which I play myself, quote -- a television comedian -- unquote. Phyllis Kirk plays my wife. Paul Lynde, a very funny guy, is a network vice president. Bobby Sherwood, who used to be on the Milton Berle show, plays my pal and director."

Red, who recently collapsed under the grind of doing a half-hour of sketches or musicals three weeks out of four, says he's convinced that the situation comedy format developed by Davenport and Green is right for him.

(more)

"The critics have kidded a lot about all the writers I've had," he said, "And I have had quite a few. I quit counting after 87. Most of them were good writers but they just weren't right for me. We tried different ideas but none of them seemed right. Now Bill and Johnny have come up with something I think really fits what I can do."

In adopting the new domestic comedy situation format, Red is departing from such familiar characters as punch-drunk Rocky Buttons and the delinquent Kupke Kid, who first brought him fame.

"I sort of hate to say good-bye to the old characters," Red sighed, "But I think I'm going to like being married and settled down on television. This domestic bliss is the thing. For the first time in my television career, I'm three scripts ahead. Honey -- my slippers."

The RED BUTTONS SHOW is seen over NBC-TV three Fridays out of four, from 8 to 8:30 p.m., EST.

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NBC-New York, 1/26/55

"The article have caused a lot of trouble I am
satisfied," and I have not written a word. I only remember what I
have of some very good writers but they have written about the
the tried different ideas but none of them seemed right. The idea was
to come up with something I could write this time I can do.
In adapting the new concepts I have written nothing, but
I thought the new ideas were better than the old ones, but
I have not the feeling of a new idea. The idea seemed to me
I had to go to my own mind to find the answer.
I thought I was I was I was I was I was I was I was I was
and as a result. This is the first time I have ever
done in my life. I'm not a writer. I'm not a writer. I'm not a writer.

The first time I was in my life. I was in my life. I was in my life.
I was in my life. I was in my life. I was in my life.

I was in my life. I was in my life. I was in my life.
I was in my life. I was in my life. I was in my life.

AIR FORCE SYMPHONY AND SINGING SERGEANTS TO BE FEATURED
IN NEW RADIO SHOW, 'WINGS FOR TOMORROW'

PREMIERE

A new program of popular music, titled WINGS FOR TOMORROW, will start Sunday, Feb. 6 on NBC Radio (network except WRCA, 6:30-7 p.m., EST), featuring the U.S. Air Force Symphony and the Singing Sergeants. The weekly broadcasts will originate through the facilities of station WBAL in Baltimore. Col. George S. Howard will conduct the orchestra.

The orchestra, which consists of 90 men, has played with great success at the Watergate Concerts in Washington and many other cities. In 1953 and 1954, the orchestra gave concerts in Iceland. Col. Howard, who organized the orchestra in 1946, is chief of bands and music for the Air Force.

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GEN. J. LAWTON COLLINS TO 'MEET THE PRESS'

Gen. J. Lawton Collins, special ambassador to Vietnam, who just returned from a special Presidential mission to Indo-China, will MEET THE PRESS Sunday, Jan. 30 (NBC-TV, 6 p.m., EST; NBC Radio, 10:30 p.m., EST).

He will be questioned by a panel consisting of Lawrence Spivak, owner-producer of "Meet the Press," and three newspaper reporters. Ned Brooks will moderate.

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AMERICAN SOCIETY OF CLIMATE ENGINEERS
OF THE UNITED STATES OF AMERICA

ARTICLE

A new method of climate control is being developed by the American Society of Climate Engineers. This method is based on the use of a special type of material which can absorb and release heat in a controlled manner. The material is made of a special type of polymer which has been specially designed for this purpose. The material is made of a special type of polymer which has been specially designed for this purpose. The material is made of a special type of polymer which has been specially designed for this purpose.

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Continued on page 10

ARTICLE 1. THE NEW METHOD OF CLIMATE CONTROL

ART. 1. The new method of climate control is based on the use of a special type of material which can absorb and release heat in a controlled manner. The material is made of a special type of polymer which has been specially designed for this purpose. The material is made of a special type of polymer which has been specially designed for this purpose. The material is made of a special type of polymer which has been specially designed for this purpose.

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TRADE NEWS

A SERVICE OF



January 27, 1955

56,250,000 PEOPLE--ALMOST 1 OUT OF 2 OVER 10 YEARS OLD IN U.S.--

LISTENED TO RADIO 'LAST NIGHT,' STARCH SURVEY FOR NBC REVEALS

- - -

That's One of Many Impressive Points Shown by Detailed Survey

Last night, 56,250,000 people -- almost one out of every two persons over 10 years of age in the United States -- listened to radio during the prime evening hours.

The astounding figures are only part of the nation's nighttime radio picture based on a survey by Daniel Starch & Staff and released today by Hugh M. Beville, Director of Research and Planning for the National Broadcasting Company.

The study shows that an advertiser can:

1. Cover 90.7% of all U.S. households by adding evening radio to evening TV.
2. Use evening radio as a supplement to daytime TV and reach 31,203,000 unduplicated households.
3. Use evening radio and daytime radio together and reach 34,193,000 unduplicated homes.

Other highlights in the four-month survey:

1. On any given night 19,704,000 households are tuned to radio.

(more)

2 - Radio Survey

2. Per cent of households with one or more radio sets is 94.3 per cent, as compared with 60.3 per cent for TV sets.

3. In the Northeast, where TV saturation is high, evening radio reaches more than one out of every three persons on an average evening.

4. In cities with over 500,000 population -- TV's main stronghold -- evening radio had 9,675,000 listeners "last night."

5. In the biggest markets in the country, evening radio reaches 36.7 per cent of all persons over 10 on an average evening. In the rest of the country, evening radio reaches about one out of every two individuals.

The NBC Starch study reports the nation's average nighttime radio audience in terms of area, sex, age, educational level, and income and purchasing power.

According to the survey, 12,881,000 persons listened to radio "last night" in the Northeast. The penetration of evening radio grows progressively greater as you go around the country, counter clockwise. On an average evening in the North Central area, 14,569,000 persons or two out of every five listened; 9,056,000 persons or one out of every two listened in the West, as well as one out of two in the South or 19,744,000 persons.

To sum it up, nearly 35,000,000 persons in urban areas -- more than 21,000,000 in cities over 25,000 -- listened to evening radio last night.

The evening radio audience is divided into men and women in just about the same proportion as the whole population. The

(more)

3 - Radio Survey

analysis lists 27,100,000 males over 10, and 29,150,000 females over ten, listening to radio on an average evening.

Analysis of age groups in evening radio showed:

<u>Age Group</u>	<u>Evening Radio Listeners</u>	<u>Group Penetration</u>
10-17	9,225,000	50.7%
18-25	6,525,000	50.9
26-35	10,519,000	40.1
36-45	9,450,000	40.9
46-55	8,212,000	45.4
56 and Over	12,319,000	52.0

The NBC-Starch figures on average evening radio penetration in every educational group:

<u>Education</u>	<u>Evening Radio Listeners (18 years and older)</u>	<u>Group Penetration</u>
Grammar School	16,788,000	47.5%
High School	21,867,000	43.0
College	8,370,000	47.1

Evening radio reaches 16,742,000 housewives or 43.1 per cent of all the housewives in the nation, the survey shows. The figure is for an average evening. On the same basis, average evening radio reaches 5,238,000 "working marrieds," or 45.9 per cent; 2,497,000 single women 18 and over, or 56.0 per cent, and 4,673,000 girls 10-18, or 52.5 per cent.

The median income for the non-farm evening radio listeners is \$4,050 -- an income within 10 per cent of the national average. The survey reports that 20,240,000 of last night's radio listeners were in households with incomes above the national non-farm median.

(more)

4 - Radio Survey

Among farm families, evening radio listeners have higher than average farm incomes, the study reveals. Of the farm listeners who were part of last night's audience, 39.4 per cent were in households with above-average incomes; 39.2 per cent in households with average incomes, and 21.4 per cent in households with below-average incomes.

Other pertinent data in the NBC-Starch study:

More than half of the evening radio households in the nation have one or more children under 18 years of age.

Four out of five evening radio listeners live in private homes -- a figure that is higher than the national average.

Evening radio households include more than two out of the five families in the U.S. who bought or built a home last year.

Seven out of 10 households in "last night's" radio audience owned at least one automobile. And 1,675,000 evening radio households bought new cars in the past year.

These evening radio households were above the national average in expenditures of food and groceries, running up an annual food bill of more than 20 billion dollars.

Of the 56,250,000 nighttime radio listeners, 37,597,000 did not watch evening TV at all "last night"; 43,046,000 did not read a current issue of any of the four major weeklies and 50,354,000 did not watch daytime TV.

The survey indicates that in TV households with TV sets up to one year old, 15.9 per cent listen to nighttime radio. In households with TV sets five or more years old, 26.6 per cent listen to nighttime radio.

The survey is based on interviews with 16,000 pre-selected individuals living in 13,100 pre-selected households.

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NBC-New York, 1/27/55

Among two families, evening radio listening was higher than average from income. The study reveals. Of the two stations who were part of last night's audience, 29% were men in households with above-average income, 33% were men in households with average income, and 31% were men in households with below-average income.

Other pertinent data in the WEC-study survey: More than half of the young radio households in the nation have one or more children under 15 years of age. Four out of five evening radio listeners live in private homes -- a figure that is higher than the national average. Evening radio households are more than two out of three families in the U.S. who bought or built a home last year. Seven out of 10 households in "last night's" radio audience owned at least one automobile. And 1,675,000 evening radio listeners bought new cars in the past year. These evening radio listeners were more the national average in expenditures of food and groceries, spending up an annual total of more than 20 billion dollars. Of the 26,250,000 households radio listeners, 21,207,000 did not watch evening TV at all. "Last night's" 12,042,000 did not read a current issue of any of the four major weeklies and 20,384,000 did not watch daytime TV. The survey indicates that in TV households with TV sets up to one year old, 15.9 per cent listen to nighttime radio. In households with TV sets five or more years old, 20.3 per cent listen to nighttime radio.

The survey is based on interviews with 15,000 pre-selected individuals living in 13,100 pre-selected households.

NBC PRESIDENT SYLVESTER L. WEAVER JR. TO DISCUSS TOPIC OF
'WHAT'S AHEAD IN COLOR TV' BEFORE DETROIT ECONOMIC CLUB

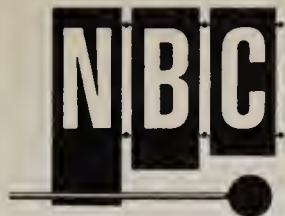
Sylvester L. Weaver Jr., President of the National Broadcasting Company, will address the Detroit Economic Club at a luncheon Monday, Jan. 31. Mr. Weaver will discuss, "What's Ahead in Color Television for the Public and the Advertiser."

Edwin K. Wheeler, General Manager of WWJ and WWJ-TV, NBC's radio and television affiliates in Detroit, will introduce Mr. Weaver.

Mr. Weaver will speak at the Veterans Memorial Building.

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NBC-New York, 1/27/55



TRADE NEWS

A SERVICE OF



January 27, 1955

FIRST TELECAST OF MOTION PICTURE ACADEMY AWARDS NOMINATIONS
TO BE EMCEED BY JACK WEBB ON NBC; MULTIPLE PICKUPS PLANNED

- - -

Program to Come From Cocoanut Grove, Ciro's, Romanoff's and
Network's Burbank Studios; Past Winners to Participate

A multiple TV-camera view of Hollywood's own "election night" with pickups from four points in the movie center will bring to the viewing public for the first time the Nominations Ceremony of the Academy of Motion Pictures Arts and Sciences, Saturday, Feb. 12 (NBC-TV, 9 to 10:30 p.m., EST).

Emcee Jack Webb, star of NBC's "Dragnet," will preside, with Academy award recipients of the past assisting as hosts and hostesses at the points of pickup which will be the NBC studios in Burbank, Calif., and three Hollywood supper clubs -- the Cocoanut Grove, Ciro's and Romanoff's.

Cameras will focus on nominees for their reactions as they learn they have been tabbed as finalists in the annual "Oscar" contest. The Awards Ceremony will be an NBC simulcast Wednesday, March 30 (10:30 p.m. to 12 midnight, EST).

The original format for the nominations is being worked out by an Academy planning committee headed by Johnny Green, vice president. Alan Handley will produce the program for NBC-TV.

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The college will present him with a solid gold membership card as one of its most distinguished alumni, in appreciation of his contributions to scholarships and other student aid. The college glee club will appear on the program to sing St. Mary's "Alma Mater" and "Victory Song." Tony will be heard in "The Bells of St. Mary's," "Heart of Stone" and "That Old Black Magic."

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The presentation will take place on Garroway's NBC Radio show FRIDAY WITH GARROWAY Feb. 4 (8:30-10 p.m., EST).

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| NBC OPERA THEATRE'S TELECAST OF 'TOSCA' |
| WINS PRAISE OF U.S. PRESS AND PUBLIC |

* ----- *

The telecast of the opera "Tosca" by the NBC Opera Theatre on Sunday, Jan. 23 (NBC-TV, 2 p.m., EST) was received by the press and public with great enthusiasm.

The response to its first two-hour presentation was one of the warmest in the six-year history of the NBC Opera Theatre. Producer Samuel Chotzinoff and music and artistic director Peter Herman Adler both expressed satisfaction with the outstanding results of their months of preparation and rehearsal of the Puccini classic.

The opera also served to introduce to the American public from coast to coast the extraordinary young singer Leontyne Price, who sang the title role. Miss Price was previously known only for her portrayal of Bess in Gershwin's "Porgy and Bess."

Speaking of the NBC Opera Theatre, Olin Downes wrote in the N.Y. Times: "(It) was on the whole the most dramatic and convincing performance by this organization that the writer has seen."

Miles Kastendieck in the N.Y. Journal American: "Puccini's 'Tosca' complete and in English, raised still higher the enviable standards of the NBC Opera Theatre in yesterday's telecast."

The Chicago Tribune called the production "Television at zenith."

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NBC OPERA THEATRE'S TELECAST OF 'TOSCA'
WINS PRAISE OF U.S. PRESS AND PUBLIC

* * * * *

The telecast of the opera "Tosca" by the NBC Opera Theatre on Sunday, Jan. 23, 1955, 8 p.m., EST, was received by the press and public with great enthusiasm.

The response to its first two-hour presentation was one of the warmest in the six-year history of the NBC Opera Theatre. Producer Samuel Chotzinoff and music and artistic director Peter Herman Adler both expressed satisfaction with the outstanding results of their months of preparation and rehearsal of the Festival classic. The opera also served to introduce to the American public one coast to coast the extraordinary young singer Bernadette Tritse, who sang the title role. Miss Tritse was previously known only for her portrayal of Bess in Geraint's "Jenny and Bess."

Speaking of the NBC Opera Theatre, Olin Downes wrote in the N.Y. Times: "(It) was on the whole the most dramatic and convincing performance by this organization that the writer has seen."

Wiles Kesterbrook in the N.Y. Journal American: "Tosca's Tosca, complete and in English, raised still higher the enviable standards of the NBC Opera Theatre in yesterday's telecast." The Chicago Tribune called the production "Televised at

These are typical of hundreds of similiar comments. All members of the cast received fine comments. John Gutman's English translation and Peter Herman Adler's conducting also were singled out for praise. Miss Price, however, was especially marked in the press for commendation.

Variety, the showbusiness trade paper, wrote of Miss Price: "A new operatic star was born last Sunday when the NBC Opera Theatre presented one of the most ambitious undertakings in its six-year history...It was a triumphant introduction for the young Negro soprano, who sang the difficult emotion-packed part to perfection."

Harriett Johnson in the New York Post wrote: "The success of Miss Price can be attributed as much to her sensitive artistry as to the sensuous beauty of her voice."

Other comments included: "Miss Price's 'Tosca' was notably sung and well acted." "Her greatest achievement was her singing." "Much of the power stemmed from the moving and dramatic portrayal of Miss Price."

The telecast was carried live by 62 NBC stations in all parts of the country and will be shown on kinescope film by at least seven more. This is one of the largest networks to carry the NBC Opera Theatre, which is presented as a sustaining program.

Letters and phone calls to NBC and its affiliated stations were overwhelmingly laudatory to both NBC and Miss Price. The "Voice of America" carried a special broadcast report of the event to Europe.

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FRENCH AND ITALIAN FASHIONS--MODELS, TOO--TO BE FLOWN
TO U.S.A. FOR FIRST 'LIVE' TV SHOWING ON 'TODAY'

Top Italian and French fashion houses will be represented on TODAY when that NBC-TV news and special events program scoops the fashion world with the first "live" view of new Spring designs next month.

The final fillip to the showings on "Today" will be the presence of five French and five Italian models who will display the gowns.

The models and the fashions will be flown from Italy for appearance on "Today," Friday, Feb. 11, and from France, for the Friday, Feb. 25 telecast.

These dates are the ones on which photographs and drawings of the new fashions may first be reproduced in newspapers and magazines. "Today" will have the gowns flown to the United States immediately after they are first shown in the salons of Paris, Florence and Rome.

"Today" is seen Monday through Friday on NBC-TV from 7-9 a.m., EST and CST, and 8-9 a.m., PST.

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DAY-AND-TIME CHANGE FOR 'WINGS FOR TOMORROW'

A new music program, WINGS FOR TOMORROW, featuring the Air Force Symphony and the Singing Sergeants, will start Monday, Feb. 7 on NBC Radio (network except WRCA) at 10:30 p.m., EST instead of Sunday, Feb. 6 at 6:30 p.m., EST. The series now will be part of NBC Radio's Monday night musical program schedule, with "Best of All" (8:15 p.m., EST), "The Telephone Hour" (9:00 p.m., EST) and "Cities Service Band of America" (9:30 p.m., EST).

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WEDNESDAY, JANUARY 12, 1961

TO THE NEW YORK TIMES, JANUARY 12, 1961

My Italian and French friends will be interested in

today when that NBC-TV news and special events program begins its

feature with the first "live" show of new Italian and French

news.

The first title in the schedule on "today" will be the

news at five between and five Italian and French news

the news and the program will be from New York for

approximately on "today," today, Jan. 12, and from France, Jan. 12

today, Jan. 12, 1961.

There are also two news in which American and French

of the new program are listed in separate in separate

sections. "today" will have the news from the United States

immediately after the first show in the news of Italy.

News and Rome.

"today" is a new program between 12:30 and 1:30

EST and 12:30, and 1:30, EST.

DAY-TO-DAY NEWS FOR "TODAY"

A new news program, "TODAY NEWS," beginning at 11

between 11:30 and 12:30, EST, with news from the

NBC Radio (network except news) at 11:30, EST, and at 12:30, EST.

EST. 12:30 p.m. EST. The service will be from the

Monday night news program (network), with news at 11:30 p.m.

EST, the television news, 11:30 p.m. EST, and "Today News" at

at 12:30 p.m. EST.



COLOR TELEVISION NEWS

A SERVICE OF



"THE WOMEN" COLORCAST ON NBC'S "PRODUCERS' SHOWCASE"
MONDAY, FEB. 7 (8-9:30 P.M., EST) INSPIRES A
FLOWER KNOWN AS "SPECTACULAR PINK CAMELLIA"

Corsages for the girl friend have come under the influence of color TV, with the early Spring season's favorite flower being heralded as a "Spectacular Pink Camellia."

It's all the result of NBC-TV's Monday, Feb. 7 (8-9:30 p.m., EST) PRODUCERS' SHOWCASE version of Clare Boothe Luce's "The Women," in which a camellia corsage plays an important part.

The camellia in question had to have a tint, so the Florists' Telegraph Delivery Association alerted its 10,000 nationwide members to get set for a rush after NBC's coast-to-coast color (and black and white) telecast showed the new horticultural beauty.

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NBC-New York, 1/28/55

NBC-TV NEWS

CREDITS FOR LIVE RETELECAST OF DRAMA, 'PATTERNS,'
ON 'KRAFT TELEVISION THEATRE' WEDNESDAY, FEB. 9

PROGRAM:

KRAFT TELEVISION THEATRE
presents drama, "Patterns,"
live repeat of Jan. 12
production -- story of a
top executive of a big
business whose fiercely-
held pattern of competitive
action is challenged by a
junior executive.

TIME:

NBC-TV, Wednesday, Feb. 9,
9-10 p.m., EST

CAST:

Richard Kiley, Everett
Sloane, Ed Begley, Elizabeth
Wilson, Joanna Roos.

AUTHOR:

Rod Serling

PRODUCER-DIRECTOR:

Fielder Cook

SETTINGS BY:

Duane McKinney

ANNOUNCER:

Charles Stark

SPONSOR:

Kraft Foods Co.

AGENCY:

J. Walter Thompson

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NBC-New York, 1/28/55

SECRET

ON THE BASIS OF THE INFORMATION RECEIVED FROM THE
CREDIT FOR LIVE TRADING OF THE

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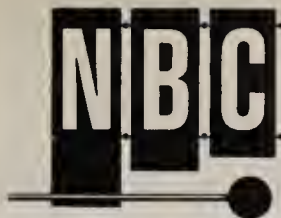
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TRADE NEWS

A SERVICE OF



NBC'S SYLVESTER L. WEAVER JR. SAYS SPECTACULARS PROVE
DEPARTURE FROM REGULAR WEEKLY PATTERN IS SUCCESSFUL

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Tells Detroit Economic Club That Automotive Industry Should
Lead the Way in Color TV, Which He Calls Great Sales Tool

DETROIT, MICH., JAN. 31--Television programs which cut across the custom and usage of established weekly patterns--programs such as the color Spectaculars and others irregularly scheduled--have not only attracted hit audiences but have become proved commercial successes as well, Sylvester L. Weaver Jr., President of the National Broadcasting Company, declared here today.

Speaking before the Detroit Economic Club, Mr. Weaver urged the automotive industry to lead the way in color television, a force which he said would play a key role in enriching the nation's economic and social life.

Looking beyond present-day advertising patterns, he called upon the non-consumer goods companies to give major advertising support to the end-products to which they contribute and thus accelerate the upward push of the economy. These heavy goods companies must advertise on their own initiative to promote sales of products at the consumer level and thus protect their own growth potentials.

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The success of NBC's non-regularly scheduled shows, Mr. Weaver asserted, exploded the myth "that people do not wish to see shows scheduled occasionally." In fact, he added, most programs so scheduled on NBC have been in the top 10 shows on the air.

He pointed out that "Babes in Toyland," a color Spectacular, had displaced "I Love Lucy" as the nation's No. 1 television show in the latest Nielsen report, and noted that all the NBC Spectaculars have been in the major listings. The average Nielsen rating for the Spectaculars is over 40, a figure double the audience of the average nighttime television program, he emphasized.

Mr. Weaver cited the "Martha Raye Show," the Martin and Lewis appearance (on the "Colgate Comedy Hour"), and the "Bob Hope Show" as irregularly scheduled programs making the Nielsen list of the nation's top 10 shows.

"This is extremely important for the future of television," Mr. Weaver said, "and means that the refreshment of the television schedule with talent who work in other fields most of the time is commercially successful."

Through flexibility in sales and programming patterns, NBC is building its television network so that advertisers of all sizes and categories can buy what they need and not what the network wants them to buy, Mr. Weaver pointed out. Moreover, these patterns with the added impact of color, create trade enthusiasm and dealer excitement values far beyond those of mere product repetition and circulation, he added.

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"In the marketing problems of many companies, there are many more key needs than weekly frequency," Mr. Weaver said.

"Indeed, any company that depends on trade enthusiasm and dealer organization will prefer a plan that creates this, rather than the frequency that used to be the rule of thumb for most advertisers."

Turning to the role of color television in the nation's future, Mr. Weaver said:

"An explosion which will lift business to another economic plateau is in the making, and the dynamite for its lifting is with us now. It is color television.

"It will sharpen the incentives, alert the minds, enlarge the spirits, build up hopes, harden the determination, and enlighten the views of our people."

With color television, he said, all the previous goals of all the groups will be overridden for bigger goals.

He predicted color television would "quadruple the impact of the incentive system on society itself," and added:

"You in Detroit know the need to hasten the decision to buy, to create pressure to advance the purchase decision, to make the time of buying as important as the decision to buy. We move toward an economy in which 80 or 90 per cent of all production will be deferrable, including the construction of new plants and new homes and new roads.

"The transfer of information about the strength of the economy, which sets the climate for confidence or fear, is and will be done by the mass media, and particularly by color television."

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Mr. Weaver emphasized that non-consumer companies in self-interest "must support the picture of the future that keeps all incentives sharpened."

"In Detroit," he said, "where the heavy goods field is so important, and where advertising has never been as critically important as it is in consumer goods, it is necessary for me to appeal strongly to such companies to gear their marketing thinking into the fast-moving tomorrow. Whether they sell to the consumer or to the manufacturer, the heavy goods suppliers have a major stake in the economy as it will come to be.

"Suppliers to motor cars can well stress in advertising, the enjoyments of the car over the enjoyments of the home, or even of the color television set. People in the public, no matter how much money they have, must still select from among many alternatives how they will spend their money."

Mr. Weaver spoke at the Veterans Memorial Building.

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NBC-New York, 1/31/55

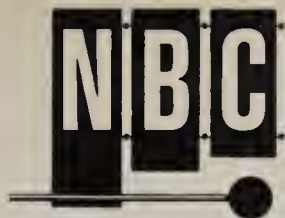
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Mr. Weaver spoke at the [illegible] Memorial Building.

NEW YORK, N.Y., [illegible]



TRADE NEWS

A SERVICE OF



January 31, 1955

'PRODIGY SERIES,' DESIGNED TO PROMOTE CHILDREN'S MUSIC STUDY,
STARTED AS SPECIAL FEATURE OF NBC-TV'S 'PINKY LEE SHOW'

A "Prodigy Series," designed to interest children in studying music, has been launched on THE PINKY LEE SHOW under the NBC policy of integrating educational elements into popular children's programs.

"The Pinky Lee Show," which holds the second-highest rating of all children's TV programs, will feature young musicians of unusual talent and accomplishment from all parts of the country.

Pinky Lee, star of the show, said: "The basic idea of the 'Prodigy Series' is to interest children in good music, and what better way than to let them see other children performing well?"

The series opened on Jan. 27 with Charlotte Motley, 12, a violinist, and her sister Elizabeth, 10, a pianist. The girls are daughters of Mr. and Mrs. Clifford Motley of Tarzana, Calif.

Each of the girls received a \$100 government bond and each won an opportunity to appear with the California Junior Symphony Orchestra, which plays concerts in conjunction with the Los Angeles Philharmonic and Hollywood Bowl orchestras.

Among children's television programs, "The Pinky Lee Show" (NBC-TV, Mondays through Fridays, 5-5:30 p.m., EST) with a Nielsen rating of 14.4, ranks second only to NBC-TV's "Howdy Doody," (Mondays through Fridays, 5:30 to 6 p.m., EST), which has a Nielsen rating of 17.9.

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VOICE OF AMERICA BROADCAST TO EUROPE PRAISES NBC OPERA THEATRE
PRODUCTION OF PUCCINI'S 'TOSCA' ON NBC TELEVISION

Following the highly successful NBC-TV telecast by the NBC Opera Theatre of Puccini's opera "Tosca" in the new English version of John Gutman (on Sunday, Jan. 23), the Voice of America broadcast news of the event to millions of listeners in Europe. Following is the text of the broadcast to Europe (Monday, Jan. 24):

As another in the series of its regular opera performances, the National Broadcasting Company telecast a performance of Puccini's "Tosca" -- a performance for which 68 stations all over the country had joined the network.

Millions of Americans had tuned in to just this program. None of them had any cause for regret. For this "Tosca," translated into graceful English, was indeed a unique and superb experience, and surpassed anything this writer has seen in Tosca-performances be it at the "Met" in New York, or for that matter in any other opera house. The cast was excellent, Leontyne Price, the Negro singer, who had been widely and enthusiastically acclaimed during her tour of Germany, started her career as

(more)

WILLIAM OF MEXICO REQUESTED TO VISIT THE NEW YORK THEATRE

PRODUCTION OF "THE TROJAN" ON THE BROADWAY

Following the highly successful 1954-55 season by the New
in Theatre of Production upon "Trojan" in the New York version of
a German (on Broadway, Jan. 25), the Voice of America broadcast
the event to millions of listeners in Europe. Following is the
text of the broadcast to Europe (Monday, Jan. 25):

An audience in the center of the theatre
performed, the National Broadcasting Company
televised a performance of "Trojan" (Jan. 25) - a
performance for which 25 millions all over the
country had joined the network.

Millions of Americans had tuned in to this
program. Some of them had long known the
for this "Trojan" translated into English.
has indeed a unique and superb reputation, and
suggested something like what was seen in London.
performance of it at the "Met" in New York, or for
that matter in any other great house. The only way
excellent, legendary French, the French singer, who
had been wholly and enthusiastically received
during her last of seasons, started her career as

(over)

an opera singer with this performance, and from now on, it will be difficult to visualize the opera stage without her. The possibilities of the TV camera were explored to the hilt. The camera showed amazing skill in focusing on individual artists, and blending over from one scene to the next; it managed to capture the merest hint of emotions or changing moods and passions by showing the artists' faces in unforgettable close-ups. So the purely visual aspects brought home the drama of "Tosca," and supplemented the tremendous impact of the music. Here we had, at last -- and in contrast to many of the conventional, standardized and routine performances and productions -- living opera, and in addition living theatre, indeed a performance, all in all, which must have left a deep and lasting impression with the millions of people who viewed it in their homes.

Surely they must be grateful to NBC and to the great artist Peter Herman Adler, the man who directed and conducted this show, for giving them a new, a living "Tosca."

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NBC-New York, 1/31/55

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Surely they must be grateful to NBC and to the
great artist Peter Herman Adler, the man who
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a new, a living "Today."

NBC'S ROBERT W. SARNOFF WILL ADDRESS TRANSPORTATION CLUB IN
ROCHESTER (N.Y.) ON 'TV--NEWEST FORM OF COMMUNICATIONS'

Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company, will discuss "Television: The Newest Form of Communications" at the annual dinner meeting of the Transportation Club of Rochester, N.Y., Thursday, Feb. 3.

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STEVE ALLEN AND 'TONIGHT' CAST HIT ROAD AGAIN
FOR 1-NIGHT STAND (FEB. 11) IN DAYTON, OHIO

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Telecast Arranged for A.F.A. 5th District Convention

Steve Allen's NBC-TV TONIGHT program will originate from Dayton, Ohio, on Friday night, Feb. 11 (11:30 p.m.-1:00 a.m., EST) in keeping with the policy of "putting the show on the road" for originations from cities along the NBC-TV network.

The late weekday night variety show, with Allen in charge, will be televised from the National Cash Register Company auditorium. Guests of honor at the event will be members of the Advertising Federation of America attending their Fifth District convention in Dayton on Feb. 10, 11 and 12. Spokesmen at WLW-D, the NBC affiliate station serving as host to the "Tonight" show for the telecast, report that all 2,300 auditorium seats have been "sold out." Mayor Henry S. Stout of Dayton has wired his congratulations and welcome to Allen.

Out-of-New York junkets have been proved both popular and practical by the "Tonight" program's recent week-long visit to Miami Beach and it is expected that the trips will continue during 1955.

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NBC-New York, 1/31/55

Report of the Board of Trustees, 1911-1912, showing the financial condition of the Library, and the work done during the year. The report is published by the Board of Trustees, New York, N.Y., 1912.

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX AND TILDEN FOUNDATIONS
1215 BROADWAY, NEW YORK, N.Y.

The Board of Trustees of the New York Public Library, Astor Lenox and Tilden Foundations, has the honor to acknowledge the receipt of the report of the Board of Trustees for the year 1911-1912, and to express its appreciation of the work done during the year. The report shows that the Library has made great progress in its work, and that the financial condition of the Library is sound. The Board of Trustees is confident that the Library will continue to make great progress in the future.